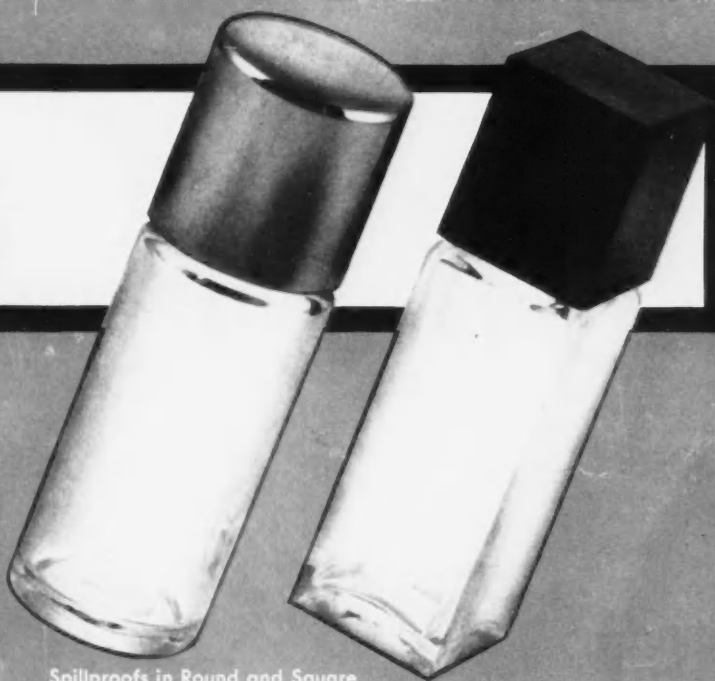


the **American Perfumer**
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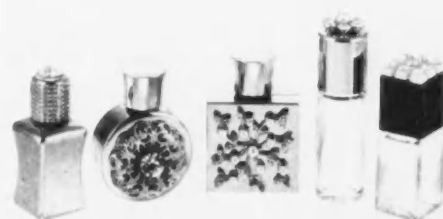
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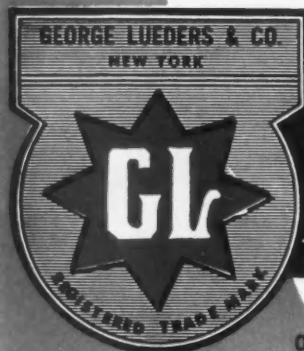
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the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

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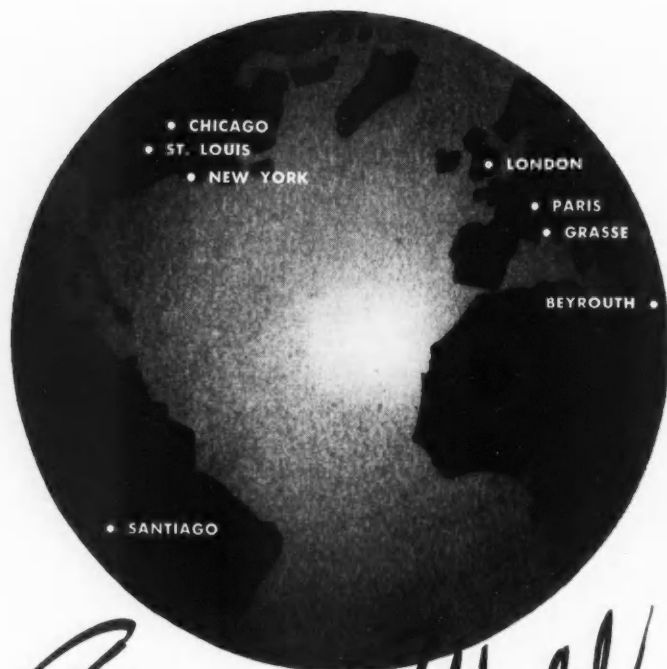
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4 April, 1955

The American Perfumer

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BENTALOL	pure Benzyl Alcohol
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HYDRONAL	pure (+) Hydroxycitronellaldehyde
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LINDENOL	pure (\pm) <i>alpha</i> -Terpineol
MELLOL	pure Phenylethyl Alcohol (2-Phenylethanol)
MEPHANEINE	pure Methyl Phenylacetate
MERANEINE	pure Geranyl Acetate
MERANOL	pure Geraniol
PHANTEINE	pure Linalyl Acetate
PHYLLOL	pure Eugenol
TRESSEINE	pure <i>iso</i> -Amyl Salicylate
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stability
corrosion of metal cans
corrosion of valve parts
changes in balance in perfume odor on dispersion in spray
as a few of the
difficulties to be faced.

Be sure the perfume compound you select has been thoroughly tested in propellants.

•

Write us for assistance in perfuming your aerosol packaged product. Our experienced and fully equipped aerosol laboratory can suggest the right perfume and if desired will test-run it for you in your own product.

•

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TOP NOTES

by *Fritzsch*

Fritzsch Brothers, Inc.
Fritzsch Brothers, Inc.



RECOMMENDATION of the Month

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Ylang Ylang made from special fractions of the oil and with certain undesirable characteristics carefully removed. It has a smooth, lighter, more pleasing fragrance, great tenacity and much improved stability. MANILYL is a

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MANILYL—it has uncommon appeal and unlimited potentialities.

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Briefly, they are these: Aside from the dependable quality of our materials—all competitively priced—you have the reassuring knowledge that solidly behind your purchases is a matchless reputation based upon our more than eighty years of managerial integrity, highly specialized technical skill and practical experience; that rigid quality control, fine facilities and world-wide sources of supply assure the very best raw materials obtainable, that *Fritzsch service* is not a meaningless phrase but a purposeful all-out effort to help each customer achieve the ends for which our assistance has been sought; that in handling care, packaging excellence and the prompt dispatch of orders, you will find none superior. In short, *Fritzsch Values* are a PART of the product, APART from the price!

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ODORANTS and DEODORANTS

SUPPLIERS of AROMATIC
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St. Louis, Missouri, *Toronto, Canada and *H

A THOUGHT for the Month:

"Back of ninety-nine out of one hundred assertions that a thing cannot be done is nothing but the unwillingness to do it."

—WILLIAM FEATHER

SUMMER TIME is lotion time—as is winter, spring and fall. Right now, however, sun tans, sun screens and other skin-protecting emollients for warm weather use are of timely concern to the manufacturer. Any inquiries addressed to us on problems relating to the perfuming of such products will receive our prompt, practical and helpful response.

THE COMMON DENOMINATOR of all successful spray production—insecticide, household, etc.—is an acceptable fragrance. Our Industrial Perfume Division can help you to accomplish such effect at very modest cost.

TWO HEADS are often better than one when it comes to producing a winning combination of fragrance and product. Many important firms are letting our laboratories create and supply their perfumes, while they devote their entire time and effort to the production and merchandizing of their line. This is where each to his own specialty pays off.

Good Scents

FOR PERFUMERS



NEW BUYERS FOR YOUR DEODORANTS

Body deodorants are a year-round "must" for millions of users, but the good old summer time is when multitudes of new buyers get acquainted with these products for the first time. And when new customers begin to buy deodorants, fragrance is usually a deciding factor in their choice. So, if you're planning a new deodorant stick, cream, lotion or powder, remember that your product's ultimate success may well hinge upon the appropriateness of its odor. In the following group may be just the right perfume for your product. All of these are light, clean and pleasant upon application without intruding upon any other perfume m'lady may be wearing; neither will they be too obvious for masculine use. If you would like to try these, read the attractive sample offer below.

APPLE BLOSSOM N-369	\$11.00 per lb.
DAPHNE H-507	\$8.00 per lb.
FOUGERE T-106	\$11.00 per lb.
ORIENTAL J-189	\$7.50 per lb.
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WISTARIA T-503	\$13.00 per lb.

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TITLE
COMPANY
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HERE, SEATED AT HER "FRAGRANCE CONSOLE," MISS PAJAUJIS BRINGS THE FEMININE TOUCH TO MODERN CREATIVE PERFUMING.

*I*T does seem strange that two fields—Fashion and Fragrance—both primarily concerned with the adornment of women, have long been dominated by men. Not so today, however, with the Schiaparellis, the Ceil Chapmans, the Adele Simpsons, and other great ladies of today's exciting world of fashion. Fragrance interests, too, now accept the fact that the gentler sex has much to contribute creatively to this industry's insatiable appetite for fragrance nuances that are fresh, novel and appealing. There is no question but that given proper encouragement to prove their worth, the opportunity for high achievement in this field by women is unlimited. . . . Measured by our company's length of service to the perfume industry, Miss Danute Pajaujis is a relative newcomer, but in the light of attainments, her sensitive artistry has already contributed many beautiful and original creations to the Fritzsche line of fine perfumes.

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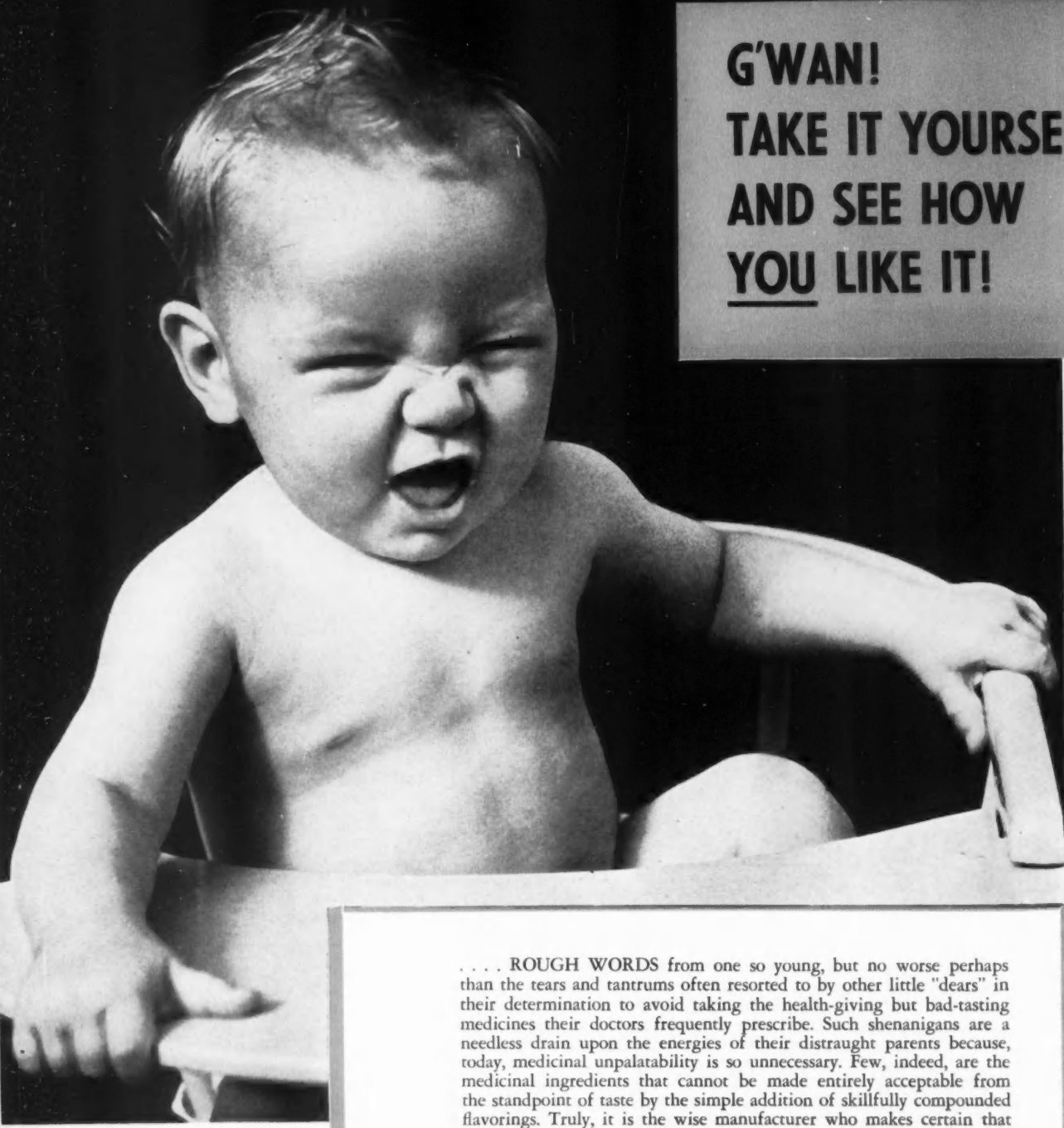


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TAKE IT YOURSELF
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YOU LIKE IT!**

... ROUGH WORDS from one so young, but no worse perhaps than the tears and tantrums often resorted to by other little "dears" in their determination to avoid taking the health-giving but bad-tasting medicines their doctors frequently prescribe. Such shenanigans are a needless drain upon the energies of their distraught parents because, today, medicinal unpalatability is so unnecessary. Few, indeed, are the medicinal ingredients that cannot be made entirely acceptable from the standpoint of taste by the simple addition of skillfully compounded flavorings. Truly, it is the wise manufacturer who makes certain that his medicinal formulations are palatably acceptable *before* he offers them for sale. . . . Our years of practical flavoring experience in serving proprietary and pharmaceutical manufacturers is available to you and your firm on a confidential basis and without cost or obligation unless we can *satisfactorily improve* the finished flavor of your oral product.

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in Pharmaceuticals Consult . . .

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 Very pleasing . . . suitable for year 'round use . . . especially adaptable in perfumes, toilet waters, colognes and dusting powders.

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BOUQUET "C" #7569 at \$11.60 per pound
 Outstanding formulation for exquisite toilet soaps, face powders and dusting powders . . . exceptionally

stable insuring odor retention over long periods of shelf life . . . will not discolor.

BOUQUET "D" #7618 at \$12.50 per pound
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BOUQUET EXOTIQUE #6270 at \$27.50 per pound
 Entrancing . . . oriental bouquet . . . captures the fascination of the Orient in fragrance . . . extremely powerful and cloying.

ROSE BOUQUET #7454 at \$6.25 per pound
 We have captured the deep, full fragrance of the red rose . . . amazing similarity to natural rose fragrance . . . outstanding performance in hand creams . . . lotions . . . wherever the rose note is indicated . . . long lasting . . . deep penetrating . . . residual odor lasts with minute quantities needed for the finished product.

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Versatility of facilities and talents points to Owens-Illinois as your best source of supply for a wide range of specialized needs: Containers where beauty, utility and tradition are blended in the proportions required by different product classifications.

Petite Loveliness to



COMPLETE PACKAGING APPROACH



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Know-how as to the best available liner and closure—best for packing, displaying, or using a specific product—may well be one of the most important single points through which expert packaging counsel will reward you many times over.



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With emphasis on the word "needed," Owens-Illinois fitment specialists are keenly aware of sales benefits possible through use of fitments which are not "gadgets" but which basically increase consumer satisfaction with your product.



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Modern cartons are developed only through systematic consideration of their opportunity to serve you in the retail store and retail warehouse as well as on your own filling line and in transit. Owens-Illinois is pioneering such developments.

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*Duraglas salesmaking packages
can express the personality
of any product*



THERE'S NO DOUBT ABOUT IT, sales are made by the beauty and convenience of the package. It's the first impression the customer gets of your product.

So at Owens-Illinois, SALESPACKAGING has been developed to its highest degree—by specialists in design, engineering and marketing.

The character of your product may call for especial beauty and grace in the container. Its use might be aided by the bottle's form or a special fitment.

So look to Owens-Illinois as a marketing-minded supplier of glass packages of all types, capacities and designs both stock and custom.

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Desiderata

BY MAISON G. DENAVARRE, F.A.I.C.



Royal Jelly

This is being written in the "shadow of the everlasting hills" in the great Beehive state of Utah, in the city on the banks of the Great Salt Lake. I am chagrined to find that the average citizen has not heard of Royal Jelly. Furthermore, when told about it they simply say, "Really?" "What does it do?"

Well, what it does or can do is yet to be proved. French and Mexican proponents are using double superlatives in describing its miraculous properties. It is a cure for all ailments starting with "A" and going through "Z." It contains the miracle substance made by worker bees for the queen as food which enables her to live six to ten times longer than they, at the same time giving the queen the "steam" to carry on the work of large scale reproduction.

Since microscopic-like amounts are secreted, the stuff is potent as all-get-out! It can rejuvenate mankind in every way (shades of monkey glands)!

And now women can get it in certain face creams too! What next?

What is Royal Jelly? It is old stuff among beekeepers. Its composition is variable. It contains some vitamins, especially B complex and supposedly some hormones, since it produces estrus in animals. In addition it contains predigested pollen. The material can be stolen from the queen pupa or full grown bee just as you swipe the honey. But it is more difficult because of the small amounts produced.

Sequestering

Too often in thinking about sequestering agents we limit our thinking to shampoo. In truth, the value of sequestrants is probably greater in many other fields. Wherever a trace of metal interferes with the smooth operation of a product, remember a sequesterant. For example, in cold waving solutions traces of iron or copper affect stability adversely. Since the solution is alkaline a trace of one of the sodium EDTA compounds could do a big job. Also in depilatories; calcium carbonate always contains a trace of iron which can cause discoloration and affect hair removal properties. So here again is a great place to use a sequestering agent.

Then, of course, we have the problem of color fading of cosmetic lotions and colognes. While all of it is not due to trace metal reduction, enough can be done by tying up the trace metal to help the problem a long way.

If you have ever made an emulsion with tap water having a 100 ppm. hardness, then repeated the experiment with the same water plus a sequesterant, especially an EDTA salt, you can see a difference impossible to describe here.

Of course, in shampoos of the soap type sequestrants show up to great advantage. But don't think this is their only use.

Lemonized and Lanolized Etc.

Regularly, we see products advertised as being better because they are

"lemonized." What does that really mean? Pectin? Lemon color? Lemon odor? or the effect of lemon-oil or juice? What effect? Acid? Vitamin C? Just what is meant?

People buying a "lemonized" product have a right to know. Furthermore, once told what *lemonizing* is supposed to do, they, the consumers, feel that enough lemon juice or oil or both are present to do the job expected. Now how much lemon is needed to enable a product to be called "lemonized?" You've got me! But my guess is that it takes at least 5 per cent lemon juice to get any lemon effect, *whatever it may be*.

When it comes to lanolin, you've got the same problem. How much is required to be called "lanolized?" In shampoos obviously over 1 per cent kills the shampoo foam or lather. But in skin creams or lotions, 1 per cent is on the slim side.

So, my suggestion is, why not avoid ingredient naming and simply refer to the better product as being "enriched," "citrated," "better balanced" or something like this. Then you can't get into a hassle on how much is present of any given ingredient.

Emulsion Split

Again it was called to my attention that emulsions being developed in the laboratory should be made, right from the start, with some kind of perfume in them.

It is so easy to prepare an emulsion without a perfume by convincing your-

ROSANOL

(AN ACETAL)

Typical Specifications:

PHYSICAL APPEARANCE:	Colorless Liquid; APHA 10 Max.
ODOR TYPE:	Floral, Rose.
SOLUBILITY:	30 parts soluble in 100 parts of 70% Ethyl Alcohol.
STABILITY:	Very stable in neutral and alkaline media.
REFRACTIVE INDEX ($n_{\frac{20}{D}}$) :	1.5210
SPECIFIC GRAVITY ($\frac{20}{20}$) :	1.0880
QUALITY:	Specifications carefully checked in our modern control laboratories.
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self that you haven't settled on the fragrance. But you can so easily find out later that your stable unperfumed emulsion becomes completely unstable and after perfuming and your problem is still unsolved. There have been a half dozen good papers on the subject in the last few years. Those by Karas, Wynn and Pickthall come to mind.

Paris Meetings

The International Congress on Surface Active Agents last September and December Salon de la Chimie saw

little Yankee participation especially on cosmetic subjects. I had a preliminary report on a project at one and a short review of U. S. contributions at the other.

If the distances, time and expense were not so great, more participation from North America would undoubtedly be manifested.

Freddy Wells, articulate Editor of our worthy British contemporary, summarized these meetings, especially the December meeting, in the February issue of THE AMERICAN PERFUMER.

the straightening qualities.

G. J., Ohio

A. Volume 17 goes back into the 1920's, and we doubt very much that there was anything enlightening in a hair straightener formula of that day. We do not have a copy, but rather suspect that the main library in your city would have it if you feel it to be that important. Hair straighteners are tremendous liabilities, and we do not make it a practice to recommend chemical straighteners to anyone; some are patented. Mechanical straighteners are temporary in their effect and consist of wax-petrolatum combinations intended to keep the hair straight. If you are interested in one of these, please let us know.

1135: Creme Rinse

Q. Please send the name of the supplier of the cationic agent which is suitable for creme rinse referred to in "Questions and Answers" section of *The American Perfumer*, March, 1953, issue, page 195, Question No. 1002. Has there been any recent improvement of so-called hair lacquers? They stiffen and dry the hair, but waves and curls do not last. I should like the names of suppliers of soluble shellac and casein for hair lacquers. In the book "Chemistry and Manufacture of Cosmetics," page 470, permanent wave lotions formula 276—waves produced on dyed hair using 30 watt heaters, 5 minutes heat, resulted in the hair turning red and drying to straw-like texture. I know ammonia has the tendency to discolor tinted hair. Could you suggest something to counteract this condition?

C.Y., Calif.

*A. The names of the suppliers of cationic hair rinse materials are sent separately. To our knowledge, you must make your own soluble shellac. It is not sold in solublized form. You can look back in previous issues of *The American Perfumer* either in "Desiderata" or "Questions and Answers" and find this discussed. A good starting base would be*

Bleached, waxfree shellac	10%
Ammonia water (28%)	1.4%
Dist. H ₂ O	qs 100%

Mix ammonia, half of the water, and shellac and warm while stirring until dissolved. Add balance of water. If not clear, add ammonia until clarified. Hair lacquers are made with solublized shellac although some people are adding polyvinylpyrrolidone to them. The use of sulfites in permanent waving solutions which are used in heat systems tends to reduce any discoloration. a hair dye of some kind. We are enclosing a reprint of an article on the subject which may be of some help to you.

Questions & Answers

1132: Chelating Agents

Q. We read with interest your article about the uses of Chelating and Sequestering Agents on page 269 of the October issue of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW. Please be good enough to let us know the manufacturer of this complete line of chelating agents. S. F. O., Quebec

A. The names of suppliers of chelating agents are being sent to you under separate cover.

1133: Unfinished Castile Soap

Q. Please advise where I may buy a pure unfinished castile soap imported from Italy in the two pound bars used in manufacturing. I have an address on a box which I had purchased last year, but they do not have it now. The distributor is the Enos F. Jones Chemical Co., New York 13, New York, but when I wrote to them, my letter was returned, address incomplete. If you can give me their address or know of a source other than that one, I would appreciate it very much. The name of the soap is Bocabelli. I am desperate for this as I use it in a formula. Also, please advise where I may buy the following: Triethanolamine stearate and lauryl sulfate (liquid), self-emulsifying glycol stearate, saponin, sulfonated castor oil and olive oil, propylene glycol, cetyl/stearyl alcohols. I have tried through my drug wholesaler here, but they are not familiar with these items and have been unable to get them for me. Also, what is the

cause of a cleansing cream, water-in-oil type, having crystals form in it, especially in the fall, winter or spring weather? Please give me the name of a good preservative to use in cream or lotions. A self-addressed, stamped envelope is enclosed. B. E. N., Minn.

A. The crystals that you find in your cleansing cream are undoubtedly crystals of borax or boric acid or both. Your formula apparently contains too much borax or too little water or a combination of both. A good cosmetic preservative is methyl para-hydroxybenzoate. Suppliers names of the other ingredients go to you by letter. The name Bocobella is the registered trade mark of probably the best known Castile soap in the world. To our knowledge it is still available from the Block Barber and Beauty Supply Company, Fargo, North Dakota, which is the only supplier we know for this item.

1134: Hair Straightener

Q. In looking through the PERFUMER index there is mention of a formula for a hair straightener in Volume 17 but I fail to locate Volume 17 among my past copies. Would you be kind enough to let me have a copy of this hair straightener as I have an excellent chance to get some good business from the barber trade if I can match the product that they are now using. The product they have has a built-in shampoo ingredient similar to a lauryl sulfate, but I do not know the proper quantity required of NaOH as the heat producing agent which provides



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A New Antiperspirant Material

THOMAS GOVETT and ANDREW M. RUBINO†



Thomas Govett



Andrew M. Rubino

WHEN aluminum chlorhydroxide complex (E-1) was introduced as an astringent and antiperspirant, the product met with ready acceptance. Although aluminum salts had already been widely used as astringents and antiperspirants, their use was accompanied by two undesirable side reactions, skin irritation and damage to any fabric that came in contact with them. Because of its high pH, aluminum chlorhydroxide complex (E-1) effectively reduced both these side reactions without causing a corresponding loss of physiological activity.

Problem of Application Method

In time, with the increase in the use of astringent-antiperspirant products, a new problem arose in the selection of an application method, or vehicle, which would permit a more effective use of aluminum chlorhydroxide complex (E-1). This proved the more difficult because it is impossible to foretell what effect emulsifiers, humectants, surface active agents, suspending agents, etc., or combinations of them, will have on the action of the active ingredient in an astringent product formulated with an aluminum salt. The actual processing procedure may also influence the activity of the active ingredient.

The Solution

To overcome these difficulties, a new aluminum chlorhydroxide complex has been developed which forms a soft translucent quick-drying jelly when correctly dis-

solved in water and mixed with alcohol.

The jelly is firm enough so that it will not run over the skin, but will remain exactly where it is applied. There are no losses due to application difficulties; there is no accidental wetting of clothing as with liquids.

It is soft enough so that rubbing in is not necessary on application. There is no greasy or waxy residue as with creams and lotions. There is, in fact, no residual base material at all and so there is nothing to detract from the action of the active ingredient. There is nothing except the active ingredient and alcohol, which makes for a very fast drying product, doubly protecting clothing which may come in contact with the armpit or other point of application.

An additional advantage of the new product is that we have been able still further to reduce the acidity, bringing the pH to 4.7, approximately that of the skin and giving at the same time an increased measure of protection against action on dyes, such as are occasionally used in clothing and are unstable at low pH values.

Aluminum Chlorhydroxide Complex (S-5)

Technically, aluminum chlorhydroxide complex (S-5) may be considered as a polynuclear basic aluminum chloride complex modified by the incorporation of a second cation.

The structure of the complex aluminum salts has not been widely studied. As a matter of fact, most of the work done in the study of all basic complexes has been done with weak solutions. Our interest has necessarily been concentrated on strong physiologically active solutions, and it is an established fact that dilution is an important factor at times in modifying the

† Mr. Govett is Technical Director and Mr. Rubino is Research Chemist for the Reheis Co. Inc., Berkeley Heights, N. J.

structure of complex ions in solution.¹ Nevertheless, certain factors are becoming more or less generally accepted. It would appear that in a solution of complex ions the sizes of the ions are not necessarily uniform. Presumably also there will be more large ions in a more concentrated solution as viscosities increase exponentially as a function of concentration, with the degree of association thereby increasing.² Dissociation constants are modified by high concentrations of the complex. Dialysis experiments and other experimental evidence have shown that in solutions of these compounds some of the basic aluminum complex ions are of colloidal size.³

The structure still seems more susceptible, however, to study on the basis of an equilibrium between large particles and small particles, the latter being of the classic Werner complex type. In addition, there may be changes as the products age.

pH Characteristics

Thomas and other workers have stated,⁴ that generally speaking, aluminum complex solutions will increase in acidity when aged or subjected to heat. A peculiarity of aluminum chlorhydroxide complex (S-5) solutions is that their pH will first increase and then decrease, at any rate within the range—5% to 10% Al_2O_3 where the solutions are used commercially. Within this range, B to D of the table, the change is insignificant as can be seen below. This is of vital importance; it is an assurance that the product will not become more irritating or more destructive to fabric with age.

pH CHANGES WITH DILUTION AND AGE OF ALUMINUM CHLORHYDROXIDE COMPLEX (S-5) SOLUTIONS

%	Al_2O_3	1 Hour	97 Days
A	13.4	5.05	4.85
B	10.5	5.05	4.85
C	7.9	4.95	4.85
D	5.2	4.9	4.85
E	2.6	4.75	4.90

After a year at room temperature, the pH of solution C will be about 4.7. It will be noted that in the fresh solutions the pH decreases with dilution. With a very weak solution the pH changes are quite significant.

pH CHANGES WITH AGE OF A 0.5% Al_2O_3 ALUMINUM CHLORHYDROXIDE COMPLEX (S-5) SOLUTION

%	1	5	12	19	30	55	97	
Al_2O_3	Hour	Days	Days	Days	Days	Days	Days	
F	0.5	4.70	5.30	5.20	5.50	5.50	5.20	4.65

Once the maximum has been reached, the magnitude of the changes in solution F are due to the fact that with time the product hydrolyzes at this concentration with the formation of trace amounts of Al_2O_3 .

Aluminum Chlorhydroxide Complex (S-5) has an atomic ration of approximately 12 Al : 1 Na : 6 Cl. This is not to be construed as meaning that there is an Aluminum Chlorhydroxide Complex (S-5) molecule containing 12 atoms of aluminum; 1 of Sodium; and 6 of

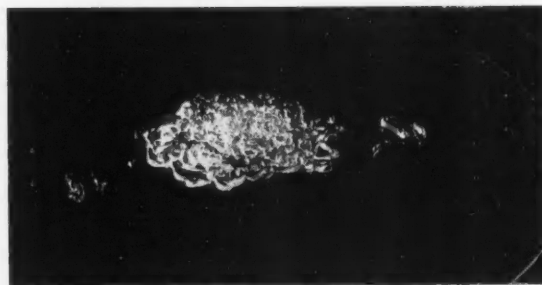
Chlorine, but only that the elements are present in this proportion.*

Antiperspirant Action

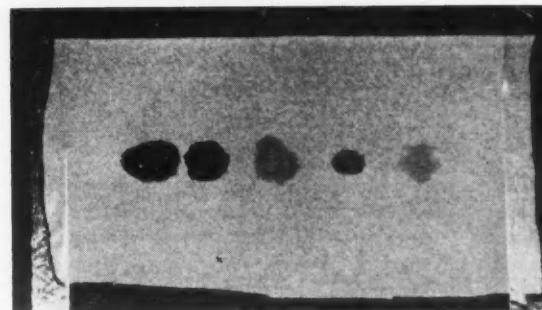
While it is generally acknowledged today that the manufacturer of a physiologically active ingredient cannot accept responsibility for the action of a finished product because of his inability to control finished formulation, tests with alcohol jellies made from aluminum chlorhydroxide complex (S-5) have shown them to be as effective as antiperspirants as the corresponding aluminum chlorhydroxide complex (E-1) solutions.

Fabric Destruction

It is obvious that the quick-drying characteristics of a jelly containing 30% to 40% alcohol by weight, helps to provide the best protection against fabric destruction. It minimizes the possibility of cloth coming in contact with the treated skin while the latter is still wet. A secondary source of added protection derives from the fact that the pH of aluminum chlorhydroxide complex (S-5) is greater than that of our original material, aluminum chlorhydroxide complex (S-5) 4.8-5.0 pH as against pH of 4.1 to 4.3 for a 20% solution of aluminum chlorhydroxide complex (E-1)



Alcohol Gel Prepared from Aluminum Chlorhydroxide Complex (S-5)



1 2 3 4 5
Scorch Test

The photograph gives a graphic picture of how far the Reheis Company has carried its program to provide an antiperspirant harmless to fabric. The illustration shows strips of cotton on which one drop of the product to be tested has been placed. The drops are then allowed to dry and pressed with a hot iron for an indeterminate time until the scorches develop sufficiently to show the differences.

The photograph shows the improvement in fabric protection given by a 20% solution of our original aluminum chlorhydroxide complex (E-1), (2 and 3) over 20% aluminum sulfate NF (4) and aluminum chloride

* Aluminum chlorhydroxide complex (S-5) and all similar products are covered by U. S. Patents: No. 2,571,030, No. 2,645,616 and No. 2,607,658. Other patents pending.

NF 20% (5) solutions.

It then shows the further protection given by a aluminum chlorhydroxide complex (S-5) alcohol gel (1) containing the same amount of alcohol as No. 2. In order to get a comparison, the alcohol gel was rubbed into the cotton as it does not diffuse through it.

The depth of color corresponds to the difference in fabric destruction when a piece of clothing which has been in contact with an antiperspirant on the body is pressed without previous washing or cleaning.

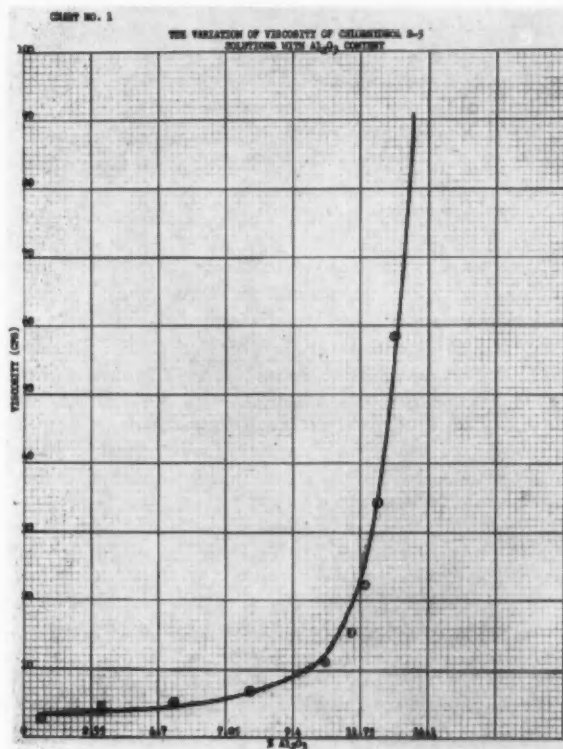
This test is not applicable, generally, for use with finished deodorants. It is affected by some of the ingredients commonly used in antiperspirant preparations which inhibit or modify the discoloration, but do not prevent fabric destruction. Ruth Bien has shown that the effect of additives on fabric destruction is in some cases very marked, and that it is not predictable.⁵

An alcohol gel, correctly formulated with Aluminum Chlorhydroxide Complex S-5, meets the requirements of the Good Housekeeping test for fabric destruction with cream type antiperspirants.

Viscosity Characteristics

The viscosity characteristics of aluminum chlorhydroxide complex (S-5) and of products derived from it are extremely interesting. A clear understanding of them is necessary to obtain satisfactory end products by dissolving aluminum chlorhydroxide complex (S-5) in water and mixing the aqueous solution with alcohol.

A curve showing the viscosity of solutions of a typical aluminum chlorhydroxide complex (S-5) measured on a Brookfield Viscosimeter, and plotted against the concentration, is given below:



It will be noticed immediately that the viscosity curve has a critical range where a small change in

concentration of the aluminum chlorhydroxide complex (S-5) is accompanied by a very big change in viscosity. A similar type of curve can be obtained with a large increase in viscosity over a critical range by the addition of alkalies, alcohols, and many other products. Also while the curve may change its position during the processing, its characteristic shape remains the same.

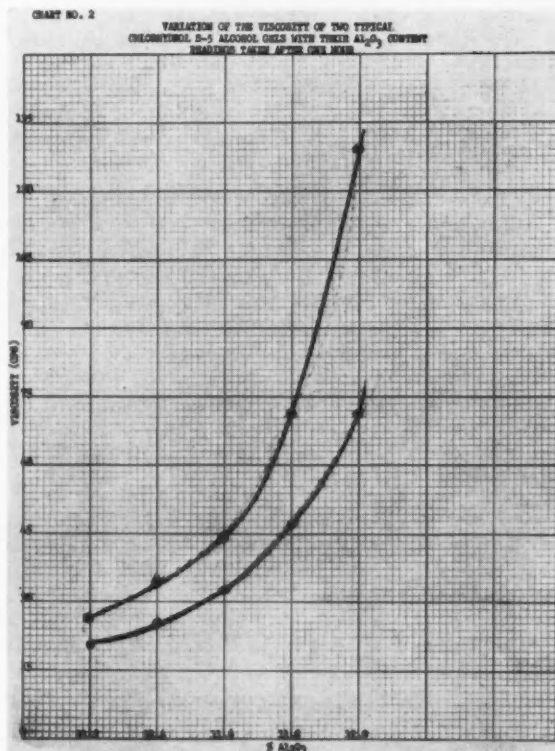
By making use of this characteristic, it has been possible to produce gels that are active antiperspirant agents and eliminate at the same time, the necessity for compounding them in a base containing inert ingredients.

ALUMINUM CHLORHYDROXIDE COMPLEX (S-5) SPECIFICATIONS

Al_2O_3	— 38% \pm 2%
Al:Cl Atomic Ratio	— 2.1:1 to 1.9:1
Heavy Metals (as Pb)	— 40 p.p.m.
Arsenic (as As_2O_3)	— 2 p.p.m.
Iron (as Fe)	— 0.02%
pH of 7%–10% Al_2O_3 Solution	
After 1 Hour	— 4.7–5.1

Alcohol Jellies

Aluminum chlorhydroxide complex (S-5) will make alcohol gels containing 6.5%–9.5% Al_2O_3 and 26%–42% ethyl alcohol by weight, and of various consistencies, according to the formulation of the finished product. It should be noted also that the shape and composition of the containers have some influence on the consistency of the finished product. Metal containers should not be used without shelf tests. Some metals i.e., lead, tin, are incompatible with aluminum chlorhydroxide com-



plex (S-5) alcohol gels.

In general, the higher the percentage of aluminum

chlorhydroxide complex (S-5) the lower the proportion of alcohol to aluminum chlorhydroxide complex (S-5) solution to obtain an alcohol gel of a given viscosity. The more aluminum chlorhydroxide complex (S-5) and alcohol used, the firmer will be the alcohol gel. Gels can be made from semi-liquid to firm and brittle.

When set, the finished gels, provided that the above limits: 6.5%-9.5% Al_2O_3 and 26%-42% ETOH are adhered to, will be stable at normal temperatures. Shelf samples have been tested for over a year. Obviously a package with so high an alcohol content must be carefully designed.

The importance of a high degree of accuracy can be seen in Graph No. 2, where a difference of 0.2% in the Al_2O_3 content of the finished alcohol gel will double the viscosity after one hour. The setting time of the gel and the viscosity after one hour for any individual alcohol gel formulation are related to each other.

Once the aluminum chlorhydroxide complex (S-5) is put into solution, the alcohol gel must be made strictly according to directions. When freshly made the alcohol gel will be a liquid, which may be filled directly into the final container, or it may be allowed to set, and filled as a gel into the end package.

While it is possible to make these alcohol gels of different consistencies and strengths, it has been found that the most generally acceptable product is one which contains approximately 8.0% Al_2O_3 and 34% ethyl alcohol by weight. Because the proportion of the aluminum chlorhydroxide complex (S-5) to the water and alcohol is critical, the following simple procedure for making the finished gel is recommended:

1. FIRST DETERMINE THE SIZE OF THE BATCH TO BE MADE, AND DISSOLVE THE TOTAL QUANTITY OF ALUMINUM CHLORHYDROXIDE COMPLEX (S-5) TO BE USED IN SUFFICIENT WATER TO GIVE A SOLUTION CONTAINING 13% Al_2O_3 BASED ON THE Al_2O_3 CONTENT AS GIVEN ON THE LABEL.

Dissolve aluminum chlorhydroxide complex (S-5) by adding it slowly to the water with vigorous agitation. We are working in the range where small changes in concentration mean critical changes in viscosity. We do not, therefore, recommend working on the basis of samples. Following the procedure recommended eliminates several sources of error.

2. PREPARE TEST SOLUTIONS COVERING A RANGE OF DILUTIONS FROM THE ALUMINUM CHLORHYDROXIDE COMPLEX (S-5) SOLUTION PREPARED ABOVE.

Take six beakers, each containing 400 gms. of the Chlorhydrol S-5 solution. Leave one beaker undiluted. Add 5 ml., 10 ml., 15 ml., 20 ml., and 25 ml., of distilled water, respectively, to the contents of the other beakers.

3. PREPARE ALCOHOL GEL SAMPLES FROM TEST SOLUTIONS.

To 200 mls. of each of the six test solutions, add with good agitation, 150 mls. of the denatured ethyl alcohol to be used in the finished product. As already stated, the alcohol gel samples will be liquid when freshly prepared.

4. MEASURE VISCOSITY OF THE ALCOHOL GEL SAMPLES AFTER ONE HOUR.

The viscosity of these samples after one hour are measured at 28°C. on a Brookfield Viscometer. One or more of the samples will give a centipoise reading of between 200 and 1000, and from the amount of water and alcohol added to make the test sample used in this alcohol gel, can be calculated the total amount of water and alcohol necessary to add to the complete batch of 13% Al_2O_3 aluminum chlorhydroxide complex (S-5).

If the viscosity of more than one alcohol gel sample falls within the 200 to 1000 range, the average figure, or the figure which gives the type of gel desired after setting, may be used. On the basis of the first test run, a definite figure or a more restricted range may be advantageously selected to get a uniform product.

If a Brookfield viscometer is not available, the correct viscosity by any method can be determined by establishing the setting time of the alcohol gel test samples prepared according to direction No. 3. This is done by half-filling 2 oz. clear glass wide-mouth jars $1\frac{5}{16}$ " x $2\frac{1}{2}$ " inner dimensions with the six alcohol gel samples. The six jars are inverted gently at intervals. A gel is considered "set" if there is no flow of liquid after 10 seconds on gently inverting the jar. Setting time increases with H_2O dilution. If the first sample is not set the more dilute samples will not be set either at that time. Samples that set in from 8-25 hours will produce a soft alcohol gel the viscosity of which will, after a short time, become stable.

At the same time, the viscosity of the alcohol gel samples should be taken with whatever equipment is available. The reading that has been taken for the alcohol gel which sets satisfactorily is then the correct viscosity to use.

The alcohol gel must be completely mixed within 24 hours after the original solution, described under No. 1 of the directions, has been made.

1. "Inorganic Chemistry"—Ch. VII—T. Moeller, 1952
2. "Colloidal Phenomena"—E. O. Hauser, 1939 Ch. XVI
3. Private communication, Dr. H. A. Neville, Lehigh University
4. a) B. H. Perkins & A. W. Thomas; Stiasny Festche, 1937, pp. 307-333
b) Thomas & Whitehead; J. Phys. Chem., 35, 27, (1931)
5. "The Action of Antiperspirant Creams on Fabrics" Proc. Scientific Sect. T.G.A. No. 4, Dec. 6, 1945.

The fair trade laws in Arkansas and in Nebraska have received set backs at the hand of their respective Supreme courts. In each state the Supreme Court has ruled the so-called non-signer clause of the state fair trade law as unconstitutional. This brings to a total of five the states in which Supreme Courts have acted adversely with respect to the non-signer clause. These states are Florida, Georgia, Michigan, Arkansas and Nebraska. In these latter two cases, the court noted that the high courts in 17 other states have held similar acts constitutional as had the U. S. Supreme Court. However, they chose to take a different view. These actions in these five states do not rule out fair trade by contract. It is still possible for a manufacturer to establish minimum fair trade prices if he will see that a contract is executed with each of his distributors at wholesale and retail.—NWDA News Letter.

No man can produce great things who is not thoroughly sincere in dealing with himself.—Lowell.

Cosmetic Marketing by Wholesalers

Some phases of the revolution that is taking place in the cosmetic industry and how the wholesaler can aid cosmetic manufacturers to do more business, make more money and achieve retailers' good will

RAYMOND SPECTOR*



IT is significant that the average wholesale druggist, does only 10% to 15% of his volume on cosmetics. It is our belief that the average wholesaler can do 30% to 35% of his volume on cosmetics, and make considerably more money in his total business. There is only one sure answer to the wholesalers' problem of increasing costs; and that is to do more business! We believe the answer does not lie in the opening up of other outlets, of going into the rack jobbing business, but to find his "acres of diamonds" in his own back yard.

The growth of the cosmetic industry in the last five years is nothing compared with that which can reasonably be anticipated in the next five years.

It is also significant to note that 60% to 70% of the cosmetics sold by retail druggists are not purchased from the wholesaler, but directly from the manufacturer. In a large measure this has occurred because many wholesalers were unwilling or unable to provide the necessary distribution facilities which a manufacturer needs to support his widespread promotional activities.

The growth of the cosmetic business in the last 5 years is nothing compared to that which can be reasonably anticipated in the next 5 years.

There are several reasons which make for this inevitable conclusion: First, starting in 1941, we have had a tremendous increase in the birth rate. Right now the babies of '41, '42 and '43 are coming into the cosmetic buying age.

Second, we have had a tremendous increase in purchasing power.

Third, cosmetic research, like pharmaceutical research, is developing exciting new products to fulfill women's new needs and wants. Probably the most important factor contributing to the great growth of the cosmetic business in the next few years, is the social revolution which is bringing women into contact with

more people; not only at home and in social activities, but also in the business world.

I don't know whether you realize that today one-third of all the workers in the United States are women; and incidentally, one-half of these women workers are married. This means they not only have more money to spend but have less time in which to spend it.

Combination Packages

Another important factor which will have a bearing on your future cosmetic volume is the growing fashion awareness of women. Not only are they using more cosmetics; but these same women are buying and using more shades. They are not satisfied to wear the same shades at night as in the daytime; the same shades in the Spring as in the Winter. That's why wholesalers must be alive to the tremendous sales possibilities of combination packages which offer the consumer the opportunity to buy two and three lipsticks at a time; of buying matched lipstick and nail polish; matched shades of lipstick and rouge. And I could go on ad infinitum.

In the cosmetic field no company selling through stores does over three per cent of the total volume. . . In most other industries two or more companies dominate. In the automobile field General Motors and Ford do over 85% of the business. In the watch field Bulova outsells the next three brands put together. In the cigarette industry the big four do the bulk of the business. In the razor blade field Gillette does about 75% of the business. . . . It is inevitable that in the cosmetic industry, one, two or three companies will capture 20%, 25% or 30% of the volume in their respective fields.

Now—because so many women (particularly married women) have so much to do and so little time to do it in, there is a rapidly increasing market for such products as home permanents; because a woman cannot work, take care of her family and still find enough time to go to the beauty shop. Because these very same women

* Chairman of the board, Hazel Bishop Inc., and President of the Raymond Spector Co. Address before Federal Wholesale Druggists Assn.

a cosmetic if a clerk, or a house-to-house agent gets the product into the woman's hand, or that a woman will buy a cosmetic if she can pick it off the counter.

Now, if I were a wholesaler and I recognized the inevitable growing importance of cosmetic volume, I would excite my entire organization to its possibilities. I would raise my sights, so that my quota for cosmetics would not be 10%, 12% or 15%—but would be 30%!

Second, I would confine my selling efforts only to the most heavily promoted, fastest-selling items. By such concentration, I would not only do the maximum volume with the smallest amount of money tied up in inventory, but I would also encourage my retailers to do the same.

I would not put on any sales drives for cosmetic manufacturers who generally sold to retailers direct; and thus diluted my market.



Department Stores Account for About One-Third of Cosmetic Sales

I would not put on any sales drives for manufacturers who did not give me the full profit which I require to operate successfully, particularly with today's high costs.

Now, this is a suggestion which is directed to a number of our manufacturing friends. One of the reasons the retailer buys 60% to 70% of his cosmetics direct from manufacturers is because the wholesaler is unwilling, or unable, to do the necessary distribution job. When we started in this business 4 years ago, we felt that perhaps the manufacturer had not supplied the wholesaler with all the tools which he required to give him the incentives, and the means to accomplish the manufacturer's objectives. Those of you who know me, know that I am no apple polisher. Therefore, what I

If cosmetic manufacturers give the wholesaler the tools and incentives he needs, they are in for the surprise of their lives. . . . Invariably a retailer is better off to buy small quantities from the wholesaler than to buy in inordinate quantities, in order to be direct accounts, direct from the manufacturer because the secret of profit is turnover.

am going to say can be accepted at full and face value. We have given the wholesaler every incentive and tool. We have harnessed his sales power. And the result is that *we do not have a single salesman calling on a single independent druggist in America.* The wholesaler has done and is doing a complete job for us; of getting and maintaining distribution, of getting our displays in drug stores, of doing an educational job. And I suggest to manufacturers that you too consider the revolution which is taking place; not only in the cosmetic industry, but in every area of merchandising today. Review your trade policies. Ask whether, if you were a wholesaler, you'd put on a sales drive for a manufacturer who gave 10% off, or 5% off, or 7½% off! Ask yourself if you would put on a sales drive for a manufacturer who called on 50% or 75% of the best retailers. Yes, I commend the wholesalers for the job they have done for us. We would like to suggest to manufacturers that if they give the wholesaler the tools and incentives he needs, that they're in for the surprise of their lives.

My sales drives would be concentrated on those cosmetics which come to the druggist in self-selling display containers; in order to make sure that he has the tools to tie-in and cash-in on the manufacturer's advertising.

Opportunity for Wholesalers and Manufacturers

If I were a wholesaler, and also if I were a manufacturer, I would have free goods deals. But I would emphasize in my literature and my sales talks the extra sales and the faster turnover the retailer can achieve by putting in a certain unit or combination; rather than merely the fact that he gets "1 free with 11," or "2 free with 10" or an extra 5%. Remember, in the final analysis, the retailer does not make a profit until the sale is completed.

Wherever possible, I would try to give these cosmetic deals to my salesmen for physical distribution, because this is the way to make sales easiest; and because when my salesmen set up a display unit on a counter, it starts working for the retailer immediately! In this connection, we have had many wholesalers tell us that it is against their policy to make physical distribution. The question that startles them and makes them change their mind is when we ask them "Is it against your policy to do more business?" Obviously, no selling sheet can do as much justice to an effective counter display unit and deal as the actual display itself.

If I were a wholesaler, one of the ways that I would excite my salesmen is to show that I myself was determined to get my share of this juicy and increasing cosmetic business. And the best way is to pay my salesmen the maximum commission I can afford on full-profit, high-line extension, pre-packed cosmetic deals.

I would also train my salesmen to discuss with the retailer briefly, but effectively the facts of life as they relate to cosmetics. In that connection, remember that 60% of the cosmetics retailers buy are being bought from manufacturers; and they usually have to buy inordinate quantities in order to be direct accounts. The truth is that invariably a retailer is better off to buy in smaller quantities from the wholesaler, than to buy direct from the manufacturer; because the secret of profit is turnover.

I would also stress to the druggist and to my men, the

must retain their youthful appearance, in order to retain their jobs as well as their men, there is a rapidly increasing market for such products as hair dyes and color rinses.

Effect of Increasing Tempo

Because of our increasing tempo, cosmetics are being developed that are more convenient to carry and easier-to-use. An outstanding example of this is the sensational increase in the sale of pressed powders and compact make-ups.

Last, but by no means least, is the use by cosmetic manufacturers of advertising media and techniques which reach and influence the masses. Overnight, millions of people are being acquainted with new products and are being influenced by the promises of new benefits.

Now—what do these social and economic changes mean? One, it means a decline in the business of treatment-line items; the lesser use by women of powders and lotions and creams, and the upsurge in demand for a more limited number of toiletries to fulfill their basic feminine needs.

The biggest single development in the cosmetic industry is the increased volume done by house-to-house companies. Today over 20% of the cosmetic business in the United States is done house-to-house.

A handful of six variety chains does over 20% of the cosmetic dollar volume and probably 30% of the unit volume.

About 6,000 variety stores do more cosmetic business than 51,000 independent drug stores.

Now, another very important factor which you must bear in mind is that while our cosmetic industry represents a billion dollar volume—it's made up of a large number of relatively small manufacturers. In most other industries two or three companies dominate. In the automobile business, General Motors and Ford do over 85% of the business. In the watch field, Bulova outsells the next 3 brands put together. In the cigarette business, the big 4 do the bulk of the business. You wholesalers know that in the razor blade business, Gillette probably does 75% of the business. In its sphere, Kotex and Kleenex dominate by a wide margin.

No Dominant Companies

In the cosmetic field, no company selling through stores does over 3% of the cosmetic volume! It is inevitable that one or two or three companies will capture 20%, 25% or 30% of the volume in their respective fields. I won't attempt to prognosticate which companies will achieve that enviable position, but it is obvious that those that do will be those that do not merely depend on names like "Elizabeth Arden" or "Dorothy Gray," but rather those companies which advertise each individual cosmetic item as does Sterling Drug, P & G, or Bristol-Myers, where each product will be sold on its own individual merits, each promoted by a multi-million dollar campaign.

You might very well ask "What would you do if you

were a wholesaler, in order to capitalize on this new cosmetic opportunity?" Before attempting to answer that question, I should point out that a handful of six variety chains do over 20% of the cosmetic dollar volume and probably over 30% of the unit volume. In other words 6,000 variety stores do more cosmetic business than 51,000 independent drug stores!

House-to-House Sales

I hardly need to point out that today the biggest single development in the cosmetic field is the increased



About 20% of Cosmetic Sales are Made House-to-House

volume done by house-to-house companies. Today, over 20% of the cosmetic business in the United States is done house-to-house! What does this prove? That women want to buy cosmetics. That cosmetics are probably the outstanding impulse purchase item; that they will buy

Social and economic changes . . . the growing fashion awareness of women . . . the increasing tempo of life, mean that cosmetics are now being developed which are more convenient to carry and easier to use. An outstanding example is the sensational increase in the sale of pressed powders and compact make-ups. This implies a decline in the business of treatment line items—the lesser use of powders, lotions and creams and an upsurge in the demand for a more limited number of toiletries to fill basic needs.

primary reason for cosmetic combination offers. And the reason is a very simple one—cosmetics do not fulfill a woman's needs, but her wants! Combination offers and introductory offers, act as a lure which she cannot resist.

Now to sum up—I've tried as briefly as possible to point out that the cosmetic industry is big business; and getting bigger. It has not received the attention from the wholesaler which it deserves.

Wholesalers can render a real service to the retailer whose customers are buying 75% of their cosmetics from variety stores or house-to-house agents and from self-service stores. The biggest thing that a druggist can do to achieve more cosmetic volume doesn't cost him a single penny. And that is to more aggressively display cosmetics on his counter. He has resisted this because he has been afraid of pilferage.

No one will deny that there is pilferage. But I'm reminded of two things. One, that the first and foremost exponents of open display, the variety stores, have done quite well the last 50 years by having people steal loads of merchandise from their stores. And last year, when a speaker got up at the Supermarket Institute Convention in Cleveland, he said, "As long as people buy more than they steal, we're all for self-service and open display."

To sum up, let me say, we do not know of a single area which offers greater potential for substantial increase in volume and profits for the wholesaler than does the cosmetic field!

Video Promotion

ACCORDING to NBC Research Department Estimates, there were 33,500,000 television sets-in-use in the United States as of January 1, 1955.

Four out of the top five network television advertisers in the latest figures available* (the first six months in 1954), are in the cosmetics industry and its allied fields. Soaps, flavors, and cosmetics have taken to television in a big way to promote their products.

Procter & Gamble Co., ranked number one in the list, had a total network television expenditure of \$11,136,979 for the first six months of 1954. Colgate-Palmolive Co., third, had a total expenditure of \$6,385,466 and General Foods Corp. and Lever Bros. Co. had totals of \$4,611,103 and \$3,260,819 respectively.

Other companies high on the list were Gillette, Sterling Drug Inc., Bristol-Myers Co., Coca-Cola Co., Standard Brands Inc., Rexall Drug Inc., Andrew Jergens Co. and Helene Curtis Industries Inc.

In most cases, when comparing expenditures for television advertising with those for radio, magazine and newspapers, the TV totals are two times as big. A combined total of network television expenditures for all the above mentioned companies for the first 6 months in 1954 was approximately \$35,000,000.

*Figures taken from *Television Factbook*.

Each baby in the United States creates "14 interested buyers" according to research by the International Silver Co. The 14 are, two parents, four grandparents, four aunts and uncles and four friends. International is planning advertising and merchandising programs to tie-in to this potential market.—*NWDA News Letter*.

Shaving May Cause Skin Disease

A CANADIAN physician has come up with a theory about why some men get skin diseases in the bearded area of the face.

He says it is all in the way they—or their barbers—shave. Dr. Gibson E. Craig, Montreal, said shaving "against the grain" is what causes folliculitis, an inflammation of the depressions from which hairs grow.

Dr. Craig said his theory would explain "why some men get folliculitis every time they get shaved by a barber who in his enthusiasm shaves in all directions," and "why electric razors pushed in all directions across the face with their large heads flattening the follicular mounds probably cause as much trouble as blades, or even more."

However, he notes that the reverse position about electric razors may be taken. Using an electric razor has been recommended as a way to stop skin disease.

Here's how Dr. Craig explains his theory in the current (January) *Archives of Dermatology*, published by the American Medical Association:

The grain, or direction of hair growth, generally runs from above downward parallel to a line from the tip of the nose to the chin. In shaving, many men pull the skin tight, which depresses the mound around each hair. When the hair is cut and the skin loosened, the cut end may be below normal skin level. When it grows out, instead of coming through the usual canal it grows into the edge of the skin from underneath, sometimes doubling up outside the skin. This inflames the skin and causes folliculitis.

America's next great economic advance must depend not so much on mass production as on new products developed by research laboratories.—*R. C. Ingersoll*.

Cosmetic Excise Tax Collections

COSMETIC excise tax collections in 1952 and 1953, and through May, 1954 are given in the following table:

	1954	1953	1952
January	\$ 8,147,000	\$13,123,480	\$11,547,853
February	29,489,000	13,859,961	14,338,420
March	1,957,000	7,805,077	7,248,879
April	6,503,000	9,236,101	8,218,865
May	20,733,000	9,286,470	9,174,622
June	-1,662,000*	8,876,000	8,253,649
July	4,323,000	9,996,000	9,357,443
August	582,000	5,964,000	8,849,488
September	201,000	370,000	8,523,241
October		8,204,000	8,439,370
November	11,177,000	19,912,000	7,878,976
December	241,000	536,000	10,432,117

It may be noted that cosmetic tax collections beginning with September, 1953 appear to follow an irregular course. This is due to the change in the system for collecting these taxes on a quarterly instead of on a monthly basis.

*Negative amounts in monthly totals are due to revisions of amounts for earlier months.

Formulating Fragrance for AEROSOLS

VICTOR DiCIACOMO*



The perfumer preparing an aerosol formulation in the laboratories of Givaudan-Delawanna, Inc.

All fragrance ingredients must be investigated to determine the extent of their use in aerosols . . . Solubility in propellant and compatibility with other ingredients . . . Irritation . . . Simultaneous shelf and accelerated tests

THE perfuming of aerosols and the adaptation of the proper types of perfume ingredients for this purpose is an entirely new field of interest for the perfumer-chemist. We are all familiar with the various types of perfume constituents and know exactly what they will do when incorporated into alcoholic solutions for use in perfumes and colognes. The limitations of certain of the perfume ingredients when they are used for soap or cosmetic applications are also known. For aerosols, however, it has become absolutely necessary that all the fragrance ingredients be thoroughly investigated to determine the extent of their usefulness in this type of application.

Test Before Using

Before aromatic chemicals or essential oils are utilized in an aerosol formulation, they should be tested to determine their solubility in the propellant which may be used, and their compatibility with the other ingredients which will make up the finished aerosol. If it were necessary to limit ourselves to the products which are completely soluble and compatible in aerosol formulations, it would be extremely difficult to satisfy customers and give them the types of odors that they might request. Most of the resins are insoluble, as are the balsams, but these materials can be replaced, in most cases, with solvent extracted oils of the insoluble products. Certain essential oils that contain waxes and resins can be replaced

with terpeneless oils. These substitutes would usually be completely satisfactory in the aerosol product.

After solving the problem of what perfume ingredients can be used in the pressure producer, the perfumer-chemist is confronted with the problem of what the end odor of the aerosol formulation will be like after it has been pressurized. It has been found that the perfume compounds formulated originally for other applications, had to be completely revised for use in aerosol products. When smelled from a bottle or a blotter, these materials produce an olfactory stimulus entirely different from the scent obtained after the fragrance is incorporated into an aerosol bomb. The individual notes can be easily obtained from the bottle or blotter during the different stages of drying, however, when the material is sprayed under pressure, complete dissemination of the entire perfume compound is accomplished in an instant.

Effect of Spraying at Different Pressures

It is important to remember that the same perfume composition may have a different note when sprayed at different pressures and from different valve openings. It is, therefore, necessary to revise a formulation when it is used for aerosols so that the same note can be obtained.

A perfume compound which is recommended for a certain type of aerosol application must be completely rechecked before it can be recommended for another type of aerosol product where the ingredients of the

* Givaudan-Delawanna Inc. Paper presented before First Open Symposium of American Society of Perfumers.



Using a calibrated pressure burette, the perfumer pressurizes a foam aerosol container.

aerosol may be of another nature. By the use of a different propellant or other raw materials, a different reaction may be obtained with the perfume compound.

The next problem for the perfumer is irritation. When formulating perfumes for aerosol products, no essential oils or aromatic chemicals which cause irritation of the nasal passages should be used. Due to the very fine spray and particle size, some materials which show no reaction under normal use conditions, cause sneezing, burning or stinging of the nasal passages when sprayed in aerosols. It has been found that quite a number of materials that are commonly used in perfumery and are considered non-irritating under normal conditions of employment, become highly irritating when used in an aerosol spray. An excellent example of this is benzyl benzoate. This aromatic chemical is sufficiently non-irritating to be used in dermatological preparations and, in large proportions, as a solvent, but it is difficult to employ in an aerosol formulation because of its irritating effect. Conditions are somewhat different with emulsions in aerosols where the principle is greater than the gas phase.

Tentative Formulations to Show Best Results

The perfumer must not only take the above problems into consideration when formulating fragrances for aerosol application, but he must be capable of recommending tentative formulations showing exactly how the perfumes should be used to obtain the best results. During the early months of the aerosol industry, most consumers were not aware of the intricate problems involved in creating formulations for aerosol products and they were, in most cases, using perfume oils recommended for other applications in this medium. However, after these products were shelf-tested, and, in some cases, already marketed, the producers realized their errors and they are, at the present time, "super critical" before incorporating a perfume compound into an aerosol container.

A complete study of the entire make-up of an aerosol container is absolutely essential. The perfume compounds acts as an indicator in the event of any incompatibility. Assuming the hydrolysis or any other chemical activity due to the incompatibility of the

constituents takes place, the first change that would be noticeable would be a change in the odor. Concentrations of perfume oils are relatively low in aerosol containers in comparison to other mediums. Thus, any decomposition that takes place would have the tendency to cancel out the perfume oil or drastically change its character.

Shelf Test and Accelerated Test

After all these problems have been taken into consideration, it is suggested that the entire aerosol be shelf-tested. The shelf test is irreplaceable in the study of an aerosol, and it is our experience that such a test should be conducted under normal storage conditions for a period of at least six months. If the material has remained stable during that period of time, there is reasonable assurance that it will not deteriorate over a longer period. The shelf test should be conducted simultaneously with an accelerated test at a higher temperature, for which 53°C. for a period of one month has been found to be satisfactory.

The simultaneous shelf test and accelerated test, together with the study under conditions of visibility, will determine whether or not any reaction takes place which will result either in the decomposition of the perfume oil or the deterioration of the aerosol. In addition, these tests will reveal the factors causing such a reaction if it does take place. A shelf test is, however, extremely time-consuming, and the materials incorporated into an aerosol and put to such a test should, therefore, be chosen in such a manner that there is reasonable assurance that the problems that might be encountered and have heretofore been enumerated have been successfully dealt with.

Alcohol as a Co-Solvent

To give a general idea of some of the problems that may be encountered when recommending fragrance products for aerosol colognes and perfumes, we will endeavor to show how some of the products currently being sold are formulated. Most of the colognes and perfumes packaged in the uncoated glass bottles use Freon 114 as the propellant. This gas has a pressure of approximately thirteen pounds per square inch at room temperature. Most essential oils, aromatic chemicals and other perfume materials are insoluble in this propellant.



Perfumer indicates pressure on the aerosol container after determining it on a device designed and built by personnel of Givaudan.

It is, therefore, necessary to use alcohol as a co-solvent to solubilize the perfume compounds. Enough alcohol must be used to insure solubility. If too much alcohol is added to the solution, the spray pattern of the entire container is affected, resulting in a stream of solution rather than an aerosol cloud. The usual mixture for a product of this type is 1% perfume oil, 9% alcohol, and 90% Freon 114. The absorption of propellant in the perfume compound may affect the spray pattern. If this is so, a certain amount of Freon 12 may be added to insure a proper spray. Care must be taken that the overall pressure of the container does not exceed fifteen pounds per square inch.

Perfumes and cologne solutions which are packed in coated bottles usually contain 65% of an alcohol solution, which consists of alcohol and perfume oil, and 35% propellant. The 35% propellant is a 60-40 mixture of Freon 114 and Freon 12 or Genetron 101. Although

the pressure of this container is approximately twenty-five pounds per square inch at room temperature, it gives a much wetter spray due to the alcoholic concentration. This type of formulation is suitable for antiperspirants, deodorants, and colognes where a wet spray may be desirable. However, the flammability aspects of this type aerosol must be considered, depending upon the type of propellant, and the concentration of water which the formulation may incorporate.

In conclusion, the following factors must be considered when formulating a fragrance for aerosol application:

1. Type of aerosol
2. Pressure
3. Solubility
4. Compatibility
5. Irritation
6. Corrosion

House to House Credit Selling Increasing

HOUSE to house salesmen who sell electric and cooking appliances and other products on credit now do an annual business of one billion dollars according to the National Assn. of House to House Installment Companies.

Over 225 manufacturers who exhibited in the Hotel New Yorker, New York, their wares to salesmen who make their livings in person and who offer liberal credit terms of one dollar down and a dollar a week for items with substantial markups have led national advertisers to look into the direct selling outlet with renewed interest. International Silver Co. reported that direct selling via the installment plan accounts for a good share of its business.

The main group in house to house selling is the National Assn. of Direct Selling Co's. It represents 230 direct selling companies including the larger ones such as Fuller Brush, J. R. Watkins & Co., Avon Products Inc., and Stanley Home Products. It claims that its member companies do an annual volume of three billion dollars. These companies sell on a cash basis only and almost all of them are direct sellers exclusively. The association has adopted a new statement of principles binding members to subscribe to the following standards in dealing with customers:

1. "Descriptions of products must be truthful, and terms of sale clearly stated."
2. "Honesty is required in the approach to a sale."
3. "Courtesy to a prospective customer and consideration of his needs are prime essentials of all selling."

Package Design Competitions

DESIGN competitions of the Package Designers Council neither help to build up its members nor to further package design at the professional level because winners are picked on a purely esthetic basis without consideration of the merchandising, marketing, sales and production requirements of a product and its package design, according to Walter Margulies, one

of the founders of the Council. He pointed out that judging by people of various background seems to be done on a hit or miss basis due to limited time and a large number of entries. Often the taste of the mass market does not coincide with the cultured, sophisticated taste of a number of judges. For this reason he felt that the design competitions of the Council may be meaningless and in fact harmful.

Edible Tobacco Seed Oil

Tobacco seed oil has normally a bitter flavour due to the nicotine content. A process has been developed by a Greek concern whereby the objectionable compounds are removed by treating the ground seed with hot water. The seed so treated, yields by conventional expelling or extraction methods, an edible oil.—*The Indian Soap Journal*.



"Would my skin be like yours if I applied this every three minutes like you do?"

Left of Speakers' Table: Walter Lengsfelder, Pierre Bouillette, J. J. Lakhovsky, Dr. Arthur Fox, Moderator Frazer Sinclair, President Ernest Shiftan and Dr. Oliver L. Marton program chairman opening the symposium.



First Open Symposium on Perfumery

Various aspects of the perfumers' art discussed by specialists at well arranged and well attended symposium of the American Society of Perfumers . . . Round table conference a feature

THE first open symposium of the American Society of Perfumers, held in the Advertising Club, New York, March 16 proved to be a marked success. About 200 perfumers and guests from the cosmetic industry listened attentively to the well rounded program of carefully prepared technical papers on various aspects of the perfumers' work.

Following a cordial address of welcome by President Ernest Shiftan, Dr. Oliver L. Marton, the program chairman, outlined the scope of the symposium, after which Dr. Arthur Fox, Colgate-Palmolive Co. discussed the "Use of Specialties in Perfume Creations." Serge J. J. Lakhovsky, Coty Inc. also spoke on the same subject. At the conclusion of the papers A. L. van Ameringen, William A. Poucher, Yardley of London and medalist of the Society of Cosmetic Chemists, R. E.



One of the many tables. In the group A. L. van Ameringen and William A. Poucher both were called upon for comments. At the right George Shultz, president of Shulton Inc. listens attentively.

Horsey, Walter Lengsfelder, George Fuller and Dr. Stephan Karas offered constructive comment on the subject.

Frazer V. Sinclair, first honorary member of the American Society of Perfumers was then introduced as moderator of the round table conference on "Problems Involved in the Adaptation of a Fragrance to a Complete Toiletries Line." With skill and good humor Mr. Sinclair introduced the various speakers and in calling for comment at the conclusion of the papers succeeded in eliciting useful and pertinent information from perfumers highly regarded in the industry. The range of topics covered by the conference is well illustrated by the subjects of the following papers, each presented by a specialist: "Perfume Problems Due to Physical Structure of Materials," Dr. Oliver L. Marton, Shulton, Inc.; "Chemical Factors Affecting Fragrance in a Line," J. Roger Elliott, consulting perfumer; "Esthetic Considerations in Perfumery," Christian F. Wight, van Ameringen-Haebler Inc.; "Problems of a Cosmetic Chemist Working with Unknown Perfume Materials," J. George Fiedler, Kelton Cosmetic Co.; "The Adaptation of a Fragrance to Soap," Everett D. Kilmer, Lever Bros. Co.; and "Fragrance for Aerosols" by Victor D. Giacomo, Givaudan-Delawanna, Inc. Mr. Sinclair, the moderator, then invited discussion from the floor all of which was constructive.

After this, cocktails were enjoyed for half an hour when many present took advantage of the opportunity to chat with members of the Society, the speakers and



Right of Speakers' Table: J. Roger Elliott, Christian F. Wight, J. George Fiedler, Former President Everett D. Kilmer, Victor D. Giacomo and Treasurer Herbert Kainik. A partial view of the large audience is shown at the bottom of this page.

the guests and to renew generally old acquaintances. A dinner followed after which an informal social hour was enjoyed.

The general conclusion at the end of the affair was that an unusually relevant number of timely subjects had been covered in a very orderly way and that all papers were of definite value to perfumers in making their work more effective and in advancing the interests of the industry.

Physical Structure of Cosmetic Base Determines Composition of Perfume

AN interesting concept of the necessity for the perfumer to make up one and the same fragrance in various modifications, for the perfuming of the various items of a line of toiletries or cosmetics, was presented by Dr. Oliver L. Marton, chief perfumer of Shulton, Inc. who read the first paper in dealing with the problems encountered by the perfumer when adapting a perfume fragrance to a complete toiletries line.

It probably is a commonly known fact that a perfume

oil has to be of different composition for the various items of a toiletries line, though all items are expected to convey the same odor impression to the customer when in use. One of the reasons for the variations is the vast price difference dictated by the individual perfume cost requirements for the various items, particularly the perfume (the highest priced unit) on one side, and toilet water, dusting powder, sachet, bath salts, creams, skin and hair preparations and soap on the other side, which are usually the items in the line commanding a much lower sales price per unit.

Another important consideration in making up the individually compounded perfume oil, is the chemical effect of the medium to be perfumed on the perfume raw materials employed. Possible attacks by mere traces of alkali, if present in the cosmetic base, could result in part or total destruction of some of the perfume raw materials and, thereby, in a complete change of odor. This phenomenon is well known and is taken into consideration by every trained perfumer who nowadays has to have considerable knowledge of chemistry in addition to the artistic feel necessary to create a good perfume.

While the chemical and artistic aspects of the per-



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fumer's problems were dealt with by two of the subsequent Symposium speakers, Dr. Marton in his speech looked at the perfumer's problems from the physical angle. Himself a well-known perfumer and chemist, his physico-chemical concept, as now expressed for perfumery, dates back to the days when he studied under two Nobel prize winners, Pregl (Chemistry) and Hess (Physics), at the University of Graz, Austria.

In his talk the perfumer-scientist pointed out that all three types of state of matter—solids, liquids and gases—are common to the composition of materials used in making up toiletries and cosmetics. This fact, although known to every perfumer, is usually considered second in importance to the chemical composition.

Leaving aside chemical considerations for the purpose of his talk, Dr. Marton showed that a perfume oil has to be of quite different composition to create the same fragrance effect in our noses' odor receptors, if the perfume odor emanates from an alcoholic liquid, such as toilet water in one case, or a solid, such as powder in the other. The perfume oil itself, added as a liquid, is appreciated in the form of its vapors, a fragrant gas. In the first case, when it is released as toilet water, it quickly diffuses into the air by the high vapor tension inherent in the alcohol molecule and, therefore, practically is propelled at great travel speed. It reaches the nostrils fast, in alcoholic dilution. If the same perfume oil were to be used to scent a solid, like dusting powder, it would not only have to be added undiluted and, therefore, would lack the "driving force" of the evaporating alcohol molecule but it would even lose part of its own ability to diffuse into the atmosphere by the fact that it is absorbed by the millions of solid particles which make up a small heap of powder. Hence the odor vapors have to overcome considerable obstacles before being released into the air.

In order to create an effect on our odor receptors similar to that of the alcoholic lotion, it follows that the perfume oil, aside from the chemical viewpoint, would have to contain its own driving force, in effect similar to that furnished by the alcohol in the toilet water. It is evident that in the case of powders this driving force cannot be alcohol, but it would have to be built into the perfume oil itself by the skillful use of odor constituents and lifting agents of high odor vapor tension, yet of a more permanent nature than alcohol. Such aromatics and agents are known to the trained perfumer.

Greater permanency and longer lasting properties of lifting agents than those possessed by alcohol, are imperative also for other reasons. One reason is the permeability for gases of the cardboard box usually housing a cosmetic powder as against the complete impermeability of a stoppered glass bottle. Inside-out migration of the perfume during storage, as well as migration of air into the container are both practically unavoidable for cardboard boxes. These are non-existent in the case of glass bottles. The migration of the first mentioned type is bound to cause odor distortion due to partial loss of odor constituents. The permeation of the cardboard by air in the opposite direction is apt to cause odor changes by oxidation of the perfume ingredients in the perfumed powder.

Applying both the perfumer's and the cosmetic chemist's views in one, Dr. Marton pointed up another

problem always present in the development of a cosmetic item, yet often finding insufficient attention. This is the recognition of the odor problems contributing headaches to the perfumer's job by the odor inherent in some chemicals used in the cosmetic bases, not the perfume composition. What may be considered a negligible odor by the cosmetic chemist at the time he puts together the cosmetic base, may prove to be an unsurmountable obstacle to the perfumer when judged by his own odor standards. Presentation of samples of cosmetic constituents employed in the cosmetic base to the perfumer before adoption is one of the remedies for such a situation urgently recommended by Dr. Marton. The perfumer can then either better cover or build in the cosmetic odor in his perfume creation. Or, consultation with the perfumer beforehand may even lead the cosmetic chemist to drop or replace an ingredient of objectionable odor.

The well-presented viewpoints of the speaker attracted much attention in the ranks of the Symposium audience of nearly two hundred people, made up of about an equal number of perfumers and guests from the cosmetic industry.

How to be a Smart Conventioneer

FIRST plan your part in the convention. (2) Make hotel reservations far in advance, specifying what you want and what you're willing to pay. (3) Get in touch with the people you want to see at the convention and make appointments. (4) Check over the program, noting the speakers you especially want to hear. (5) Jot down specific problems confronting you in your business and plan to find solutions for them at the convention. (6) When you get to the convention, check the list of delegates and make a point of getting in touch with friends and clients. (7) Plan to eat your meals with different groups of business friends. (8) Make a point of seeing and being seen by your competitors. (9) Plan at least one old fashioned bull-session with old business friends. (10) Keep a list of new acquaintances and plan to stay in touch with them after the convention. (11) Take it easy on the refreshments, both solid and liquid. (12) All work and no play makes jack but it also makes ulcers. Take advantage of available recreation facilities and do a little sightseeing. Relaxation will keep your perspective straight and your sense of humor bright.—*E. D. Parrish of Sales Management in Executives' Digest.*

"Of what importance is reality
If you can recreate
With make-up and pencil
Those dear features."

—Fugiwara, 1000 years ago.

It is through Art and through Art only that we can realize our perfection; through Art and Art only that we can shield ourselves from the sordid perils of actual existence.—*Wilde.*

Father's Day gift sales totaled \$250 million in 1954—an increase of 25% since 1952—making Father's Day second only to the Christmas shopping season in the sale of men's gifts.—*NWDA News Letter.*

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Modulan is chemically treated lanolin containing all the constituents of lanolin modified by a unique treatment to impart NEW and VALUABLE PROPERTIES.

Modulan forms clear solutions even in cold mineral oil and deposits hydrophobic, emollient films on skin and hair. These desirable protective films are waxy rather than tacky and are very pleasant to the touch.

Modulan is extremely hydrophobic—does not form greasy emulsions and is practically odorless. Because of its outstanding compatibility with oil-in-water emulsions and with soaps and shampoos, Modulan is particularly recommended for use in creams, lotions, baby products, hair preparations, make-up, and ointments.

CLINICAL INVESTIGATIONS HAVE INDICATED THAT MODULAN IS HYPO-ALLERGENIC.



AMERICAN CHOLESTEROL PRODUCTS
• INCORPORATED •
MILLTOWN NEW JERSEY

Write on your business letterhead for technical literature and suggested formulas.

NEW

PACKAGING and PROMOTIONS



TV Promotion

NORTHAM WARREN announces a spring color promotion for their Cutex line of Slightly Scarlet. Designed by color specialists to complement this year's fashion colors, Slightly Scarlet's promotion has been tied in with names like Springs Mills, Carolyn Schnurer, and Buskens. Slightly Scarlet influenced Springs Mills' introduction of a broadcloth, employing that color. Carolyn Schnurer has created dresses, a bathing suit, a play-suit, and a blouse, as well as a companion Slightly Scarlet petticoat, and Busken has a Slightly Scarlet line of sport and play shoes. The Slightly Scarlet campaign is going over on NBC's Today, Home and Tonight shows, plus spreads in *Life*, *Ladies' Home Journal*, *True Story*, and *Seventeen*.

LEE LIMITED announces a new deodorant, Dri-Mist, a deodorant that "sprays on dry . . . keeps you dry," to be introduced in early March. The 2¼ ounce pressurized containers are packaged in attractive display units of 12, and retail for \$1.00. Heavy newspaper advertising is scheduled, with emphasis in New York, Chicago, and Los Angeles to start.

CHARLES ANTELL features an offer consisting of a regular 60¢ size of Charles Antell Shampoo free with the purchase of the 98¢ size. The offer will be nationally advertised in *Life* and *Look*, with extensive cooperative newspaper advertising throughout the country. The supply is limited and distribution is expected to be completed by the end of April.

HOUBIGANT combines its Liquid Cream Deodorant and one ounce Body Tone, the pair to sell for \$1.00, the price of the deodorant only. The two will sit in a self-display package in a typical Chantilly setting. For May 15 delivery.

SHULTON, INC., presents its new Bronztan, exhibited in a chalk white plastic container, decorated with bronze figures, with a bright yellow screw-cap. Bronztan, containing the exclusive Shulton silicone ingredient "Dura-sil," will be made available in a blue and white selling unit, 13" high and 7¾" wide, which holds 12 bottles of the product. Bronztan retails at \$1.25 plus tax, for 6 ounces.



Bronztan Lotion

LEHN & FINK started promoting Etiquet Cream Deodorant Half-Price Special, March 21, by the most extensive advertising campaign in the deodorant field, according to O. G. "Red" Kennedy, Lehn & Fink Division General Sales Manager. Two major network TV programs—The Lucy Show, CBS-TV and the Ray Bolger Show, ABC-TV—magazine and newspaper space, plus dramatic point-of-sale material will give druggists a new high in advertising support directed at moving a natural consumer bargain across their counters and at the same time give them up to 41% profit.



Obelisque case

CHRISTIAN DIOR's crystal Obelisque lipstick case for the dressing table takes its place with a woman's perfume bottles. The slim silvered case slips into the purse. A revolutionary principle allows the lipstick to refill, itself metal encased, to fit into either the Obelisque or the silvered case with snap-in, snap-out action. Totally imported from France, the empty Obelisque Dressing Table case sells at \$12.00 and the empty Silvered Purse case for \$3.00. Refill for \$1.50 and 10% tax on refills only.

LUSTRE-CREME SHAMPOO will carry its Hollywood endorsement campaign through a stepped up advertising schedule that will give the brand over 52-million more advertising impressions in 1955 than in 1954. The slogans: "4 out of 5 movie stars prefer Lustre-Creme Shampoo" and "it never dries, it beautifies," plus personal testimonials from the stars will continue as the sales peg for Lustre-Creme, a product of the Colgate-Palmolive Co.

RICHARD HUDNUT is featuring Dubarry Beauty Pair, with super-effective Dubarry Cleansing Cream and refreshing Skin Freshener, both for \$2.00 plus tax. Regular price of the DuBarry Cleansing Cream is \$2.00. The Skin Freshener regular price is \$1.75.

REVLON introduces new "Touch-and-Glow" Face Powder, made with the new 'Lanolite,' the core of the lanolin. Made from imported talcs, the powders are delicately scented with the finest perfumes. \$1.25 plus tax.

Sheffield Tubes

S. C. Johnson & Son's new Blem removes furniture blemishes . . . rings, burns and scratches . . . by actually re-compounding the finish the way a professional refinisher does.

A get acquainted tube of Blem is now being offered free to purchasers of Johnson's Pride — truly a potent combination to beautify America's furniture!

Smart, sturdy, convenient, collapsible metal tubes — **Sheffield Process Tubes** — make the ideal choice for more effective merchandising, sampling and selling!

Try Sheffield on **your** next order.

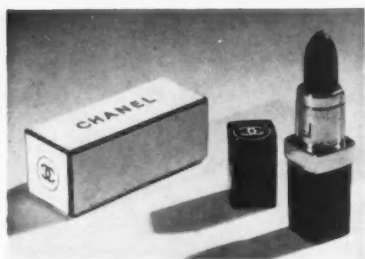


BLEM®

THE SHEFFIELD TUBE

Factory and Home Offices: New London, Conn.; Sales Offices: New York, Chicago, Los Angeles

CHANEL has introduced a unique item in the lipstick line. Lipstick de Luxe comes in five natural colors, Chanel pink, fuschia, wine, red and orange. The lipsticks contain liquid lanoline and come enclosed in glass containers. The case, made in Paris, is of rectangular shape, colored in glossy black with gold trim at the junctures and the famous Chanel double C set in gold on white on the top. The container, patented by Chanel, will not close until the stick is screwed all the way down. The shades are exchangeable, thus providing a fine gift item. The case and one lipstick, sell for \$5.10 including tax. Refills sell for \$1.00 a piece.



New Chanel Lipstick

KINGS MEN provides a handy counter display cleverly designed in the form of a book, containing a quantity of Kings Men dollar line merchandise. There is also a space on top for a Kings Men single flagon. The display is decorated in eye-catching colors of red, gold, and black and has been constructed to assure permanency.

CHAMBERLAIN's hand lotion is being marketed in a completely new designed package, designed and supplied by Owens-Illinois Glass Co. The new container comes in three sizes: 2, 4, and 9-ounce capacities and is priced to retail for 25¢, 50¢, and one dollar respectively. The 9-ounce dollar size comes equipped with a pump-type plastic dispenser supplied by the Evans Crowder Co., Detroit.

DOROTHY GRAY introduces 'Gingham'-topped packages of soaps carved like flowers and dusting powders to match



Gingham-topped

their Hot Weather Colognes; June Bouquet in pink and white; White Lilac, lilac and white; Jasmine Bouquet, pale green and white, and Sweet Spice, yellow and white. Soaps are pink, lilac, green or yellow, in two sizes: box of three cakes and box of six soap 'bonbons', \$1.00 each. Dusting powders, \$1.00. Hot Weather Colognes, 8 oz., \$1.00; atomizer tops, \$1.00.

BURLINGTON SOAP CO. of Chicago is introducing Vervtex Soap Tissues in a novel folding carton designed and made by American Coating Mills division Chicago of Robert Gair Co., Inc., N. Y. A folding carton wall dispenser, 5½ inches long, holds 300 soap tissues impregnated with quality coconut oil soap. Tissues can be pulled out singly through a die cut perforated slot in the bottom of the carton. The printing is done in blue in a wood grain design and Vervtex is sold in drug and department stores, stationery and gift shops.

MARY CHESSE introduces Essence Spray, bottled in gold paneled container topped with a gold cap which hides an aerosol Mistifier which dispenses three Mary Chess fragrances—White Lilac, Tapestry and Yram. Essence Spray was introduced early in March and sells for \$3.50 plus tax.

LENTHERIC introduces Weekender for men. Containing one ounce of After Shave Lotion, one ounce of Body Rub Cologne and one ounce of Scalp Treat-



Weekender

ment, the trio set retails for \$1.25 including tax. The package is a cylindrical box of maroon and buff set on a bright gold base, and decorated with two golf clubs, a tennis racket and a tennis and golf ball. The bottles are replicas of the regular Lentheric pinch bottles, each with a fluted maroon cap and matching maroon label.

TUSSY, due to its great success last year, is presenting four summer colognes with four matching dusting powders at half price during the summer cologne promotion. From May 26 through August 31 only, the regular



Flamingo cologne

eight ounce \$2.00 size of the colognes will sell for \$1.00, and the seven ounce \$2.00 size of the dusting powders for \$1.00. A new cologne has been added to the famous three—Safari, Lilac and Ovation—called Flamingo. Each of the colognes appears in a clear glass round bottle, decorated with ceramically fired white polka dots, lettering in white script and a white plastic cap. The dusting powders are presented in octagonal boxes, covered with white polka dots.

HELENA RUBINSTEIN introduces five color schemes for spring in harmonized make-up combination packages. Presenting lipsticks and matching rouges for blondes, brunettes, brunettes, red-heads, and grey-silver heads, the package sells for \$1.50 plus tax.



Make-up combination

Dawn of a Great Day in Perfumery—

VERSALIDE*

A New Musk Body

VERSALIDE is a new and uniquely different type of musk—the product of more than two years of extensive research and testing. Its development by Givaudan opens up fresh fields of opportunity for creative perfumery.

Versalide has an intense, sweet odor that lends to a perfume all the enhancement, sweetness, strength and fixation expected only from the macrocyclic musks.

Its versatility is almost unlimited, and its advantages are both numerous and practical. A pure chemical body, not a mixture, it is produced in unvarying quality from readily available materials.

Versalide is extremely economical. It is stable to light, air, heat, alkali, does not discolor soap, is not an irritant or sensitizer to the human skin, and is safe for all cosmetic preparations. It is also useful as an alcohol prefixer.

Here is an outstanding new material with an exciting potential. May we give you samples and further information on Versalide?



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**Patent Pending*



Notes & Topnotes

A Woman's Right To Powder Her Nose

WE have long known that it is a woman's right, nay her privilege, to powder her nose. This is one of the inalienable liberties that modern woman has won for herself in this, the century of her emancipation. It is a prerogative that may be abrogated neither by law nor by custom, and he who would interfere with the freedom to powder must pay, and pay dearly. That this tenet has come to be recognized by the courts, that it has become part of the statutory body of laws as interpreted by our august judicial system, is not too astonishing. All of this thinking has now become codified because a woman had an operation on her nose, and as a result of plastic surgery she found that her otherwise beautified proboscis had become unpowderable. Try as she might, and switching from one brand to another, only frustration and defeat greeted her efforts to apply powder to the nose. Upon making this discovery, she brought suit and recovered for damages. We hope that many will find in this an object lesson for those who still hold, tenaciously and mistakenly, to a concept of cosmetics as luxuries. Yes, makeup may be something that the lady can take or leave—but if she has to leave it, someone is going to pay—and, we suspect, pay through the nose.

Economics in FDA Should Not Be Rushed

IT is understandable that the Hoover Commission, created for the purpose of studying the functioning of government bodies and departments, should have its goals set on all sorts of economies that it might be able to suggest to Congress. However, any move proposed by the Hoover group to "liberalize" color certification of cosmetics must be studied from the viewpoint not only of how much money will be saved but also, and this is the important criterion, how the public, industry, and government will suffer by such a move. On the whole, despite certain major differences between the FDA and the industry on the interpretation of the law, there is almost universal satisfaction with the system for the certification of colors that are used in cosmetics. The system of certification has been a protection against harmful or adulterated products; it has protected both the color manufacturers and their customers, and hence has been a boon to the ultimate consumer. Furthermore, certification is believed to be self-supporting, so that economies effected will be balanced out against money no longer received. It is claimed by some that the certification system has been inflexible, while others maintain that the "liberalization" of the rules and methods would open the door to the most dangerous

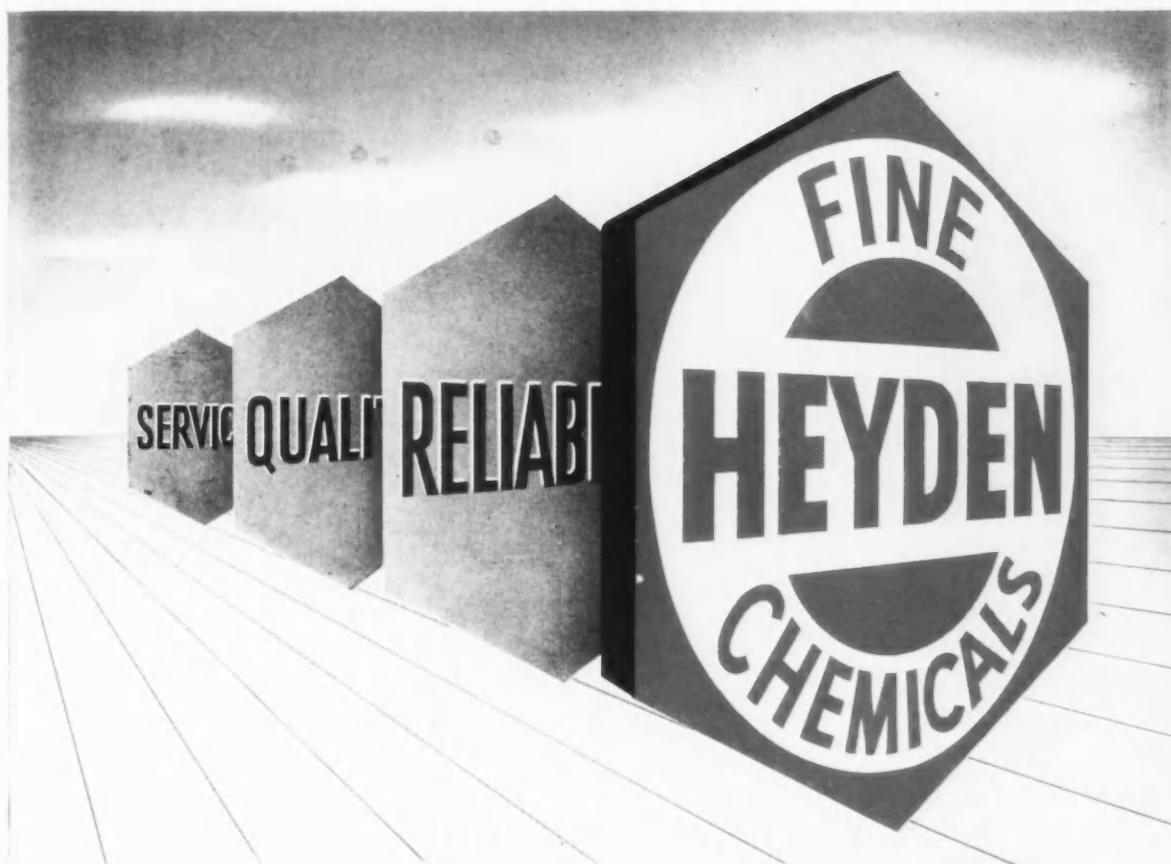
abuses. Necessary changes, if there be any, can be worked out by the participation of all interested parties, and a group has been established for that purpose. But let changes be based upon the needs of public and industry, and not upon the ambitions of Washington's budget cutters.

Delisting System Should Be Reviewed

LET anyone interpret the above remarks as meaning that the present certification system is untouchable, let us hasten to correct that impression. Nothing in government nor in industry is so sacrosanct as to be above review and criticism. We have in fact in this very column expressed our opinion on the matter of delisting of certain certified colors. We have stated before, and reiterate now, that when the FD&C color is found to be unusable in food, it should be delisted insofar as food is concerned, and therefore should automatically become a D&C color. While the legislators who drafted and passed the Food Drug and Cosmetic Act could not have foreseen such an instance, there is nothing in the Act, so far as we have found, that even sets up a category of certified colors for foods, drugs and cosmetics, a second for drugs and cosmetics, and a third for cosmetics only. The Act in three separate places called for certification of colors for foods, of colors for drugs, and of colors for cosmetics. The administrators of the Act, finding certain colors useful in all three categories, others in two, and still others in only one, decided for the sake of convenience to group them together. Hence, there were born the FD&C, the D&C, and the Ext. D&C categories. If it is today shown that a color is not acceptable for food, it should be removed from the certified list for foods, which is the only type of list the Act authorized, and it should be retained on the certified lists for drugs and cosmetics.

Geriatrics Symposium At Cosmetic Chemists Meeting

IN a few weeks, the annual and the semi-annual meetings of the Toilet Goods Association, the Society of Cosmetic Chemists, and other groups of interest to the drug and cosmetic industries will be held. If we can judge by the trends of previous years, these meetings will undoubtedly bring out a remarkable attendance, larger than ever, more attentive, with people eager to hear, to learn, to meet and to discuss. The tendency at scientific meetings to group together several talks on a related subject, in the form of a



What's behind the hexagon?

Benzaldehyde
 Benzyl Chloride
 Beta-Oxynaphthoic Acid
 Chlorotoluenes
 Formaldehyde
 Formic Acid
 Guaiacols
 Hexamethylenetetramine
 Parahydroxybenzoates
 Pentaerythritols
 Resorcinol
 Salicylates
 Salicylic Acid
 Sodium Benzoate
 Sodium Formate

Reliability—Quality—Service—one might say that these constitute three sides of the Heyden hexagon. They have been there for over 50 years during which Heyden has manufactured organic chemicals bearing this trademark.

Helping you to improve your product by supplying better raw materials is our business. Some of the principal Heyden chemicals are listed here. We will welcome the opportunity to work with you. Why not consult our technical or sales staff on your particular requirements?

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symposium, has been gaining favor. We were pleased to find not only that the Society of Cosmetic Chemists had such a symposium planned for its May meeting, but that it was on the subject of geriatrics, a field which has hitherto attracted only slight interest among the chemists in this industry. It is true that there have been numerous articles on the endocrinological aspects of cosmetics, the effect of hormone creams and lotions on the skin and on the body generally; but this seems to be the first effort to bring together authorities to discuss the dermatological, chemical, and socioeconomic aspect of this important subject. Both because of the excellence of the program and the importance of these meetings, we urge good attendance and good attention next month.

Delaney Committee Makes New Proposals

THE new bill introduced in Congress by Representative James J. Delaney, Democrat from New York, and known as H. R. 4476, brings forward many stringent demands. We hope it will be studied dispassionately before it is denounced or embraced. In one of our future issues, we intend to make a full report and analysis of this bill. In the meantime, a few remarks may be in order. The bill asks that cosmetic manufacturers be required to state on the label the common name of the ingredients. Such a label would be unwieldy, cumbersome, and meaningless to the consumer. Just what measure of protection it might be expected to give, we cannot fathom. The bill would also require that all chemicals used in cosmetics would be approved by the government, after application is made with reports showing toxicity, composition, analytical methods, and other data. If such data were to be required only of the raw material supplier, who would then be able to stipulate, in his bill of sale to the cosmetic manufacturer, that his material has been approved for use in cosmetics, we can see certain advantages therefrom. Any effort, however, to require such approval from the ultimate cosmetic manufacturer, for every substance he is using, would work infinite hardship, become impossible to administer, and would be the death knell of the small business in the cosmetic industry.

Absurd To List Perfume Ingredients

WHILE the entire matter of listing ingredients on cosmetic packages seems unnecessary on the face of it, the absurdity is well illustrated in the

case of perfumes. Anyone who has had any experience with perfume formulas knows how complex they are; a formula seldom contains less than 15 or 20 ingredients, and the formula built upon specialties, when these specialties are themselves broken down into their components, may contain 150 or 200 different ingredients. Just imagine the little flacon of lovely fragrance, accompanied by a list that seems to come intact from the catalogue of an essential oil or aromatics house!

Fragrance Foundation Reports Progress

LAST month, the Fragrance Foundation held its annual meeting, and again reported on its progress in the task of publicizing perfume and promoting its use. Again, there were reports of reams of publicity, thousands upon thousands of lines of newspaper and magazine stories on the loveliness of scent. On radio and on television, the message of the Fragrance Foundation continues to come forth. And, through it all, how can one fail to perceive the growing consciousness of fragrance by the American woman? It is not only in the use of the so-called "fragrance products," but in all other aspects of her buying and living in which odor plays a major role, that we see testimonial of this successful campaign. The popularity of the room or space deodorizer, which is designed primarily to impart pleasant fragrance to the home, is one aspect of our nation's perfume-consciousness; and the greatly increased use of body deodorants is another. We watched a television show, a slapstick comedy about a woman enjoying a life of "luxurious relaxation" in bed; she pressed one button, and a glass of water was pushed by a mechanical hand into her mouth, pressed another and was given a midnight snack, and a third to have dabs of perfume placed upon her, so that she would sleep through the night in an aura of exquisite fragrance. This is promotion more effective than screaming from the housetops, "Use perfume or else!" Here countless watchers and listeners were inculcated with an idea, without their even realizing it, that perfume is a prerequisite for comfort to be grouped with a glass of water to quench the thirst and a canape to satisfy the stomach.

Hans Schinz Wins The Fritzsche Award

ONCE more, the coveted Fritzsche Award, given for an outstanding contribution in the chemistry of essential oils, has been given to a Swiss chemist. Dr. Hans Schinz joins his distinguished countrymen, Dr. Y. R.

Naves and Dr. Max Stoll, in becoming the 1955 award winner. The name of Dr. Schinz is known to workers in the chemistry of perfume materials the world over; his work has been tireless, voluminous, brilliant, and exacting. Among his many achievements, the committee singled out particularly his contribution to an understanding of the structure of irone and lavendulol, the odoriferous ingredients of orris and lavender oils, respectively, and his reconstitution of these materials by synthesis. We in America are fortunate that the Fritzsche Award will bring another of the greats of perfume chemistry to this country, where many of us will be able to meet and hear him for the first time.

Fair Trade Faces Tough Times Ahead

SOME of us had been sitting back and thinking that fair trade was here to stay. But, little by little, the opposition has won victories, some small and others bigger, and the entire structure of fair trade is again being challenged. Nebraska's highest court is the fifth to rule that the nonsigner clause is unconstitutional, and without that clause, there is just no such thing as fair trade. Furthermore, there are rumors that Attorney General Brownell will recommend repeal of all federal legislation which gives any support to the state fair-trade laws. He is reported to have the backing of the United States Chamber of Commerce, as well as certain retailer organizations. It would not be possible for us, or desirable, for that matter, to review the fair trade story, pro and con, at this time. This is the moment for the "pro" side of that story to be told to the public and to all government officials.

A Customer Visits A Price Cutter

THE item was advertised at a special cut-rate price by a chain of cut-rate stores. In little print, at the bottom of the advertisement, it said that the item was not available at all the stores. We visited one store, then another, and no one knew anything about it, although there were many substitutes suggested. Finally, the manager of one of the stores told us that his store had had them, but they were out of stock, and he did not know when they would arrive again. We looked at his stock, while pretending to listen to a sales story on the merits of another product, and finally we located the desired brand. With great reluctance and considerable discourtesy, he sold it to us, at the advertised price. This is a true story. Draw your own conclusions on whether fair trade is a protection to the customer.

Specializing in

SOLUBLE RESINS

extracted from natural gums

Ask for

RESINODORS

and

FLUIDAROMES

BENZOIN • LABDANUM

GALBANUM • STYRAX

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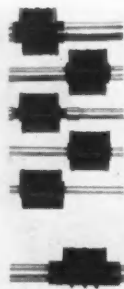
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PLAZA 3-8618

Hints

for Improving Production



See All Features Sight Flow Indicators. Working drawing on request. See special advertisement page under the name of J. G. Gage & Valve Co., 1000 E. 12th St., Tulsa, Okla. 74103. Manufacturer's Representative: J. G. Gage & Valve Co., Tulsa, Okla. 74103.

Sight flow indicators

Sight Flow Indicators

A new sight flow indicator, for viewing liquid flow, is announced by Jerguson Gage & Valve Co. It is claimed that the indicators, which are available in transparent two-window and one-window, and reflex one-window types, are easily and inexpensively installed in any new or existing pipe line 1/2 in. to 2 in. N. P. T.

One-Man Label Machine

A new, highly simplified and compact one-operator magazine labeling machine said to combine many new labor saving features and high speed operation, is announced by the Magnacraft Mfg. Co. The machine is readily adjustable to handle magazines of all standard sizes and shapes.



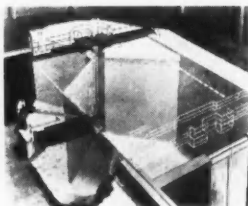
Labeler

Air Filter

Now available in quantity for commercial and industrial applications is the new Cambridge Aerosolve Air Filter. It is designed to provide high efficiency at a new low owning and operating cost, according to the manufacturer, Cambridge Filter Corp.

Nuclear Research Reactor

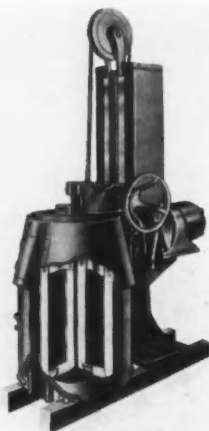
American Machine & Foundry Co has completed plans for the building of the first nuclear reactor to be owned and operated by private industry for research in industrial and humanitarian fields. The first reactor and its supporting laboratory facilities will cost between \$1,000,000 and \$1,500,000 and can be constructed and available for use within 18 months.



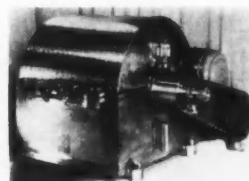
Reactor

Change Can Mixer

The development of the new Double Motion Change Can Mixer is announced by Charles Ross & Son Co., Inc. The mixers, said to mix the heaviest materials thoroughly and in less time than usual, have a double planetary type stirrer action, each stirrer revolving on its own axis and revolving at a slightly slower speed around the entire inside of the mixing can. The can does not revolve, thus enabling emptying without removal from Mixer.



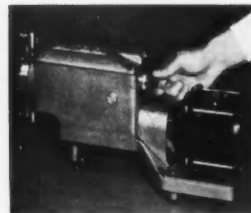
Can mixer



Centrifugal force

New Chemical Processing Tool

High centrifugal force (up to 5000 times gravity) is a highlight of Podbielniak Inc.'s Centrifugal Co-current and Countercurrent Liquid-Liquid Contactor and Clarifier. This chemical processing tool is already being used as a multistage solvent extractor as well as being used in washing, decolorization, acid-treating and neutralization.



Precision pumping

Pump For Micro Flow Rates

Precision pumping, metering, feeding and proportioning of fluids at micro flow rates is said to be achieved with the new Lapp "Microflo" Pulsafeeder Pump, manufactured by Lapp Insulator Co., Inc. This new piston-diaphragm pump will operate against pressures up to 1000 psig and has a maximum flow rate of 2400 ml. per hour.

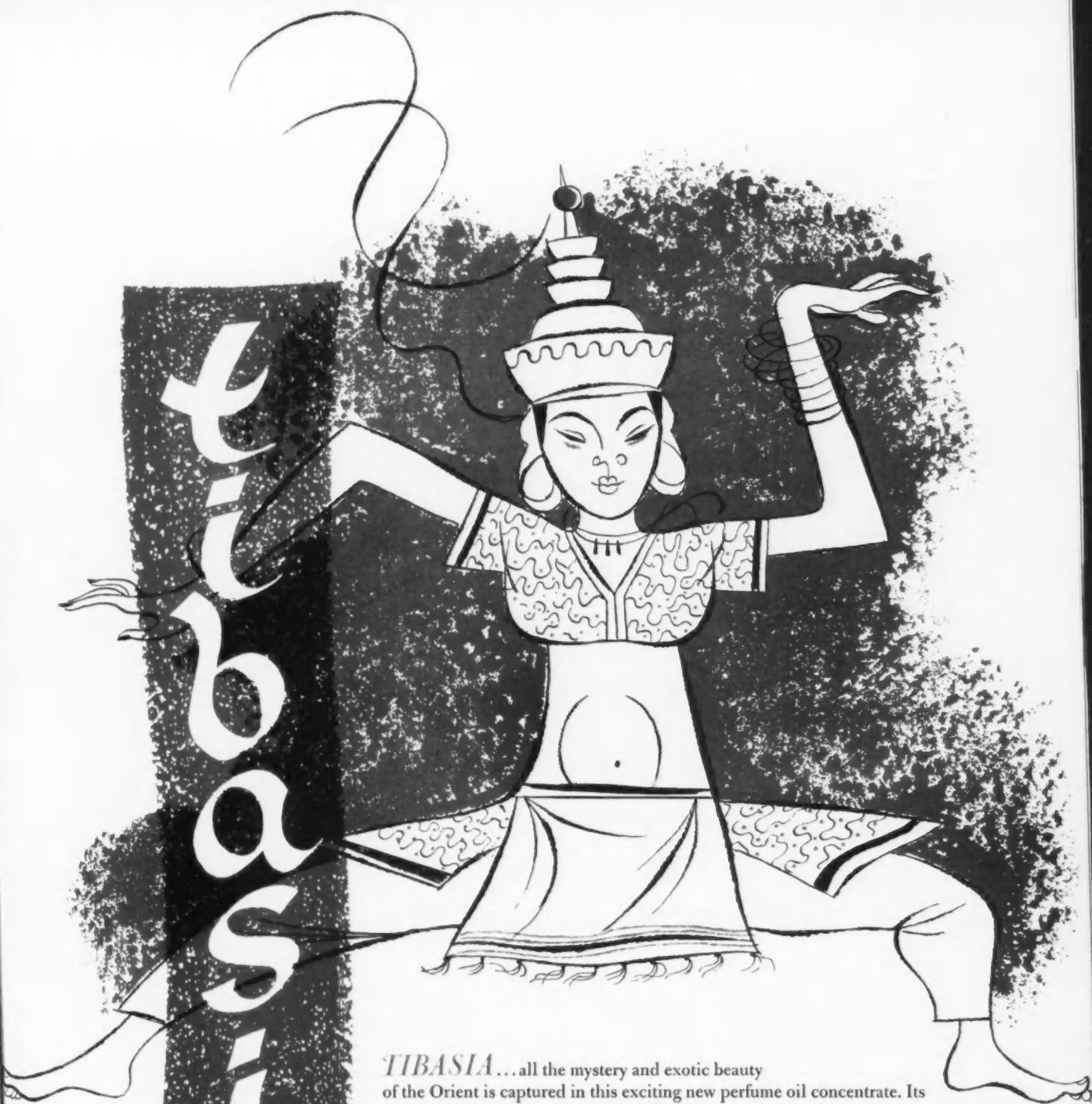


Insulation

Cellular Glass Insulation

A cellular glass insulating material, said to combine both insulation and ceramic finish in a single unit, has been announced by Pittsburgh Corning Corp. It is claimed that the new material provides a durable impact-resisting surface and high insulating and moisture-proof qualities. Also, with the new material, a wall completely insulated and surface finished can be erected in one operation.

tibasia



TIBASIA... all the mystery and exotic beauty of the Orient is captured in this exciting new perfume oil concentrate. Its heavy, sweet fragrance has wonderful lasting properties and great adaptability in perfume, toilet water, sachet and bath oils. It's rare indeed when a fine perfume oil such as TIBASIA is offered at \$9.50 per pound. Convince yourself that this is a most unusual concentrate—let us send you free samples of TIBASIA to test in your own products.

Our Specialty is the Creation of Perfume Odors Exclusively!

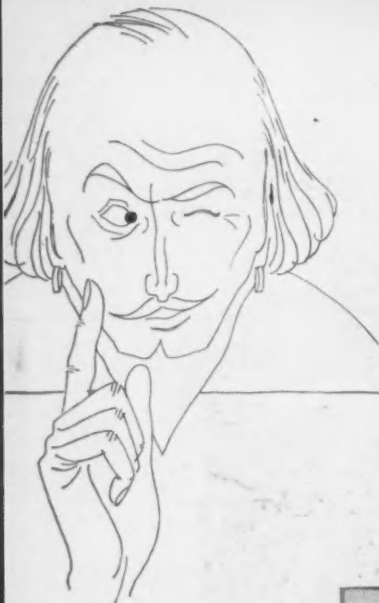


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PERFUME OIL CONCENTRATE FOR PERFUME, TOILET WATER, SACHET, BATH OIL





"Beauty is Bought by Judgement of the Eye"

SHAKESPEARE, "LOVE'S LABOUR'S LOST".

ACT II, SCENE I

HAZEL-ATLAS GLASS COMPANY WHEELING, W. VA.

Shakespeare said
it centuries before shelf
competition had be-
come so important.
Hazel-Atlas takes
the Bard most seriously,
and every piece of H-A
cosmetic-ware has
beauty without to sell
the beauty within.



New Products

and Developments



Floor mats

Sponge Comfort Floor Mats

A new product manufactured for the comfort of employees who stand on their jobs has been manufactured by American Floor Products Co. Called "Neo-Sponge," the mat is said to reduce standing fatigue and safeguard against injury from slipping, heat, or electrical hazards. It contains no rubber, being made from DuPont's Neoprene.



Container labeler

Round Container Labeler

A new semi-automatic labeler for round containers has been announced by The Atlantic Supply Co. The machine is said to be able to handle a wide range of container sizes and has as its new features, an automatic label feed and a pivoted frame which opens for easy cleaning.

Quick Printing Press

A new printing press is claimed to reduce all costs to a minimum after the first two mailings it is used for. A flip of the handle from ink pad to post card and the message is there. Produced by Kregel Manufacturing Co., Inc., the Kregel press is cast iron and comes in five sizes with dry ink pad and ink distributor, and an adjustable two-way guide for perfect alignment.

Pocket Refractometer

Featuring a patented temperature compensating mechanism which is claimed to eliminate the need for thermometers or conversion tables, percent total solids in liquid extracts can now be determined in half the time with the National Pocket Refractor. The refractor is available in three types to cover a range of 0 to 80%. The refractor is manufactured by National Instrument Co.



Sensitive labels

Pressure-Sensitive Label

New pressure-sensitive labels for returnable containers, combining printed and written information, are being produced by Labelon Tape Co., Inc. Labels have "Returnable Container—Do Not Destroy" printed on them with room for writing-in necessary information. It is said to stick to any smooth, dry surface without moistening, and can be written on with pen, pencil or crayon.



Aluminum bottles

Aluminum Bottles

Aluminum bottles suitable for chemicals, pharmaceuticals, essential oils and aromatic chemicals are being manufactured by Basic Material Supply Co., Inc. They are rust free, easy to sterilize, and hygienic it is stated.



Aerosol package

New Aerosol Package

A new aerosol package, adaptable to any aerosol product where the size is proper and applicable, is being offered by the Ronor Corp. The location of the valve structure is at the top of the circular package which is made to hold from less than one ounce to three ounces.

Hot & Cold Water Dispensers

To eliminate lost labor by the morning office "coffee break," Ebco Manufacturing Co. has developed new office-type water coolers called the Oasis Hot'N Cold which are variations of the regular bottle or pressure type coolers. Both new dispensers have the conventional spout for cold drinking water and a spigot which serves hot water at just the right temperature for making instant coffee, chocolate, tea or soup.

Adhesive for Polyethylene

A peelable adhesive for paper labels to be attached to polyethylene containers is announced by Rubba, Inc. This product, Rubbatex, it is stated, makes it possible to peel off the label, since the adhesive adheres only to the label and strips clean from the polyethylene.

Ladies Tobacco

Due to the increasing number of women who have taken to smoking pipes, Dodge & Olcott, Inc., 180 Varick St., New York 14, N. Y., has begun work on developing special smoking mixtures flavored to milady's taste.

Flavor Section

Events Significant to Flavor Industry

Recommendations of Hoover Commission concerning the Food and Drug Administration . . . Three new bills to regulate chemical additives in food . . . Caramel flavor

MORRIS B. JACOBS, Ph. D.

DURING the first quarter of this year a number of events occurred in Washington which may have great significance for the flavor industry. This section of the American Perfumer has attempted to keep abreast of the various developments such as following the various bills that have been introduced into Congress for the purpose of regulating the use of chemicals in foods.

Hoover Commission

Herbert Hoover, former President, is the head of a Commission on Organization of the Executive Branch of the Government. It is to be noted that former President Hoover is held in high esteem by the present Administration in Washington. His committee issued a report which may have great impact on the future policies and action of the Food and Drug Administration.

A task force of this Commission, whose head was Dr. Theodore G. Klumpp, president of Winthrop-Stearns, Inc., New York and which contained 16 members, made various recommendations. While most of these concerned drugs, others were of immediate interest to the flavor field. For instance, they concluded:

"Our task force finds that the Food and Drug Administration of the Department of Health, Education and Welfare is carrying on activities that, in the present state of manufacturing and processing, are not worth the time, effort and money."

As is well known to many of the readers of this section, the Wiley food

act was passed on June 30, 1906. Many of the members of the staff of the Food and Drug Administration have been influenced by the beliefs and policies of Dr. Wiley and his original collaborators. One of the comments of the Commission in this regard was, "The agency (1) tends to use punitive rather than educational methods of enforcement; (2) is so zealous in its work that it administers some activities no longer worth the time, effort, and money put into them; and (3) lacks enough staff to perform its proper functions."

The Commission stressed that there is room for improvement in the enforcement of the food, drug, and cosmetics act. "Few manufacturers," they said, "will knowingly violate federal laws. Greater knowledge of what is legally required of manufacturers will appreciably reduce the misunderstandings. Programs designed to disseminate more information about food and drug laws, and to indicate the willingness of the government to assist manufacturers by advising them concerning legal requirements can achieve beneficial results."

Coal Tar Colors

With respect to coal-tar colors, the Commission said, "A good example of administering activities that are no longer necessary is the continuance of compulsory pre-distribution testing and certifying of . . . all batches of coal-tar colors despite the extraordinary records of quality established by the drug firms" and "Certification of coal-tar

colors under the food, drug and cosmetics act has likewise ceased to yield significant results. Typically used in small amounts and dilute concentrations, coal-tar colors constitute less of a threat to health than do many of the drugs in which they appear."

It is interesting to note that shortly after the report of the Hoover Commission was submitted on this facet of its work, Oveta Culp Hobby, Secretary of the Department of Health, Education and Welfare defended a request for an increase of 7.5 per cent in the budget of the Food and Drug Administration. She said that she was convinced after being Secretary of her Department for two years that the FDA did not have sufficient appropriations "adequate to afford the public proper protection." It was brought out in the hearings before the House appropriations committee that the Department of Agriculture had 3000 inspectors for meat whereas the Food and Drug Administration had only 190 inspectors in the whole food, drug, and cosmetic activity.

Chemical Additive Bills

Representatives James J. Delaney of New York, J. Percy Priest of Tennessee, the Chairman of the Interstate and Foreign Commerce Committee of the House of Representatives, and Joseph O'Hara of Minnesota introduced bills H.R. 4475, H.R. 4099, and H.R. 4100 respectively, relating to the regulation of additives in food. These bills are concerned with the testing of chemical additives by the Food and Drug Ad-



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ministration and by manufacturers. An interesting factor is whether or not old as well as new additives will come within the purview of a new law.

Representative O'Hara has stressed that (1) It is the responsibility of the food industry to exert every effort to assure adequate safeguards in the production and distribution of foods.

(2) Every new substance proposed for use in foods must be adequately pretested by the manufacturer or user and this pretesting should be required by law.

(3) The results of the experimentation in pretesting new substances proposed for use in foods should be reviewed by the Food and Drug Administration before such substance is allowed in food to be sold to the public.

These principles have, according to Representative O'Hara been adopted by a number of organizations, among them, the American Bakers Association, American Institute of Baking, American Farm Bureau Federation, American Meat Institute, Dairy Industry Committee, Institute of Shortening and Edible Oils, Millers' National Federation, National Restaurant Association, and the Grocery Manufacturers of America.

H.R. 4099 and H.R. 4100, sponsored by Mr. Priest and Mr. O'Hara, place the responsibility for determining the safety of a proposed additive, in its intended use, in the Food and Drug Administration. The criteria to be used by this agency in arriving at its decision concerning any chemical additive are:

(1) The functional value of the proposed additive for its intended use; provided however, that the Secretary (of the Department of Health, Education and Welfare) may not base his notice that a regulation will not be issued solely on the grounds that the applicant failed to show the functional use of the proposed additive in its intended usage.

(2) The probable consumption of the new chemical additive and any food in or on which it is intended to be used as a component.

(3) The cumulative effect in the diet of man of the new chemical additive and, where relevant because of use in or on foods, any chemically or pharmacologically related substance or substances.

(4) Appropriate safety factors for transposing animal experimentation data to practical use in appraising the hazards to man.

The bill introduced by Representative Delaney is similar to the one he sponsored about two years ago in the previous Congress. In this connection, Mr. Delaney noted that of 704 chemicals employed in foods in 1952, the safety of only 428 has been relatively

established. It will be recalled that Mr. Delaney was the Chairman of a Select Committee which made an extensive and intensive investigation of the use of chemical additives in food.

Mr. Delaney pointed out, "This situation (use of untested additives in food) is the result of a loop-hole in our existing food and drug laws. While a new drug must be proved to be safe before it can be introduced, chemicals in foods and cosmetics are not subject to the same procedure. The ever-growing use in foods and cosmetics of new and often inadequately tested synthetic substances makes the problem more acute every year.

By requiring that the safety of chemicals in foods and cosmetics be established before such products are marketed rather than afterwards, this legislation will afford the public the same protection in regard to food and cosmetic products that it now enjoys in the case of drug preparations. The public should not continue to be a "guinea pig."

Mr. Delaney's bill has the additional controlling factor, over the Priest and O'Hara bills, in that a finding must be made that the chemical additives are "required" as a factor in their intended utilization and that the consuming public will be usefully served by their addition to the food.

These bills place the burden on proof upon the manufacturer that a given chemical additive is not poisonous or deleterious. A given period of time is given to the Food and Drug Administration, of six to nine months, in which the agency can (1) approve the application, (2) refer it for additional and more detailed evaluation by a special committee selected for this purpose, or (3) refuse the application.

In general, industry would prefer a substantially shorter time in which the Food and Drug Administration would have to report its findings.

Caramel Flavor

In an article on caramel color by Peck, *Food Eng.* 27, No. 3, 94 (1955) it is stated that caramel flavor and aroma are composed of two principal factors, namely, the taste attributable to the caramel, itself, and that attributable to the acidity of the product. Peck states that the flavor of the caramel itself is unalterable but that the factor of acidity is one which is due to the particular type of caramel used. It seldom has to be changed, in his opinion, because the amount of caramel used is generally so low that the flavor does not affect the product. This appears to be debatable.

Two points he stresses are of interest, namely, that if the caramel is manufactured or stored in unsuitable

equipment, it may become contaminated with iron or other metals which will give it an undesirable metallic taste. The other point is that caramel colors prepared in open kettles have weaker tastes and aromas than caramel colors processed in pressure-kettles.

Flavored Notes

CONSIDERABLE progress has been made in the development of dry powdered juices which can be virtually instantly rehydrated. In the case of dry orange powders, a natural orange flavor is obtained by the reincorporation of stabilized peels oils, generally cold pressed oils as granules in sorbitol.

Fries & Bro. have combined their sales office, service laboratory, and shipping department at their new plant at 191 Blanchard St., Newark 5, N. J.

The subjection of foods to processing by ultrasonics is said to have a favorable effect on flavor. This new development will bear watching.

The Flavor Section of the American Perfumer received the following letter: "Your Flavor Section is interesting and I would appreciate more information on both physical and chemical constants of synthetic organic aromatic chemicals."

My reader was given the following answer: "A comprehensive listing of these constants is given in *Synthetic Food Adjuncts* by Morris B. Jacobs, published by D. Van Nostrand Co., Inc. but the book is now out of print. You will find many of these constants listed in *Handbook of Solvents* by Leopold Scheffan and Morris B. Jacobs also published by D. Van Nostrand Co., Inc. (This book is obtainable through the Moore Publishing Co., Inc., Book Division, 48 West 38th St., New York 18, N. Y.)."—M. B. J.

A rise in sales volume of department stores for the Spring season of 3% has been predicted by Malcolm McNair, professor of Retailing, Harvard Graduate School.

Five basic factors are likely to influence the volume of retail sales this year according to Prof. Malcolm McNair of the Harvard Graduate School. They are:

1. Government spending will be more or less a neutral factor in the general volume of business activity.

2. Business spending for plant and equipment is likely to be less than it was in 1954.

3. The decline in inventories has come to a halt, and 1955 is likely to see inventory expansion.

4. New housing construction will continue strong, with new starts expected to run around 1,250,000.

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Soap Section



Natural and Artificial Anti Oxidants

Combating deterioration of vegetable oils and animal fats during storage and transit . . . Problems to take into consideration

PAUL I. SMITH

THE deterioration of vegetable oils and animal fats during storage and transit causes soapers a great deal of trouble. As a result, more and more attention is being devoted to the study of anti-oxidants that can prevent or inhibit peroxide formation. Unfortunately, the problem is not always capable of immediate solution by merely adding an anti-oxidant to the oil or fat, as experience shows that some additives have no effect at all on the keeping properties of the fat, and, indeed, in some instances, they appear to exercise a lowering effect on its resistance to oxidation. An interesting explanation for this very puzzling state of affairs is that some animal and vegetable oils and fats do themselves certain natural anti-oxidants that work at maximum efficiency at a definite concentration, and, if by chance, an anti-oxidant is added of the same type as the natural anti-oxidant present, then a lowering of resistance, instead of an increase may be the result.

Looking into the literature on this subject of natural anti-oxidants, the author turned up a paper by C. E. Swift, W. G. Rose and G. S. Jamieson in *Ibid.*, 176.B. 1943. 11.84. These workers showed that tocopherol, a familiar anti-oxidant has a maximum anti-oxidant effect with methyl oleate, methyl linoleate or cottonseed oil at about 0.05-0.1% concentration and that less protection is afforded by higher concentrations. Another interesting effect found by these authors was that the kephalin fraction of crude cottonseed oil phosphatides has a synergistic effect on the anti-oxidant activity of α -tocopherol.

In any consideration of anti-oxidants, it is, therefore, worth bearing in mind that fairly extensive laboratory experiments supported by lengthy field tests need to be undertaken prior to the large scale use of any particular anti-oxidant. These tests should be designed to determine whether the proposed additives are likely to interfere with the anti-oxidant properties of natural inhibitols present in the fats. It has long been suspected that some chemical additives, although possessing no inhibitory action themselves, do tend to activate the natural inhibitols present and so increase their ability to retard peroxide formation.

Sodium Metasilicate As A Soap Builder

THIS soluble silicate is now an established soap builder and it is interesting to consider the advantages it offers over older types of alkaline builders. First of all, being a colloidal detergent, the metasilicate acts in a similar manner to soap and is an excellent soap builder. The silicate is a buffered alkali and resists changes in pH. This is a most valuable characteristic to the soap manufacturer as it is an insurance against excessive alkalinity. The pH of a sodium metasilicate soap solution holds well above the characteristic pH of neutral soap and, therefore, protects the soap from hydrolytic breakdown as a result of sudden dilution during laundering. Summing up, it can be said that sodium metasilicate not only endows the soap with an optimum pH but improves and stabilizes the emulsifying and de-

flocculating power of a solution. This latter property facilitates rinsing and lessens the likelihood of dirt being re-deposited. For the soaper producing powders, the use of sodium metasilicate is especially welcome as its blends well with them and is also compatible with other additives, including silicates and phosphates.

Increasing Cleansing Power

MORE and more manufacturers are becoming interested in the peculiarities of synergistic action. This can best be explained by saying that if two cleansing agents are added to a soap, one with relatively low cleansing power and another with high cleansing power, then the increase in the effectiveness of the soap might logically be thought to be represented by a figure striking an average between the two. It has been shown repeatedly that this state of affairs is by no means general and that in a number of instances, the addition of a compound possessing low cleansing power boosts the effectiveness of the other additive very considerably. Such boosting of cleansing power is said to be due to synergistic action. The phosphates are known to possess marked synergistic action and tetrasodium pyrophosphate is commonly used alongside certain synthetic detergents, such as alkyl aryl sulfonates, to increase their effectiveness. It pays a rich bonus, therefore, to inquire into the possible synergistic action of soap additives, as some relatively low priced cleansing agents may boost the action of other compounds.

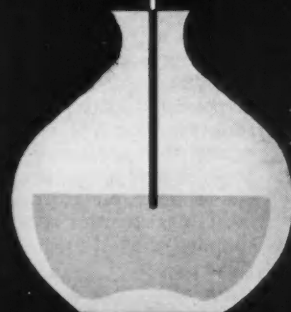
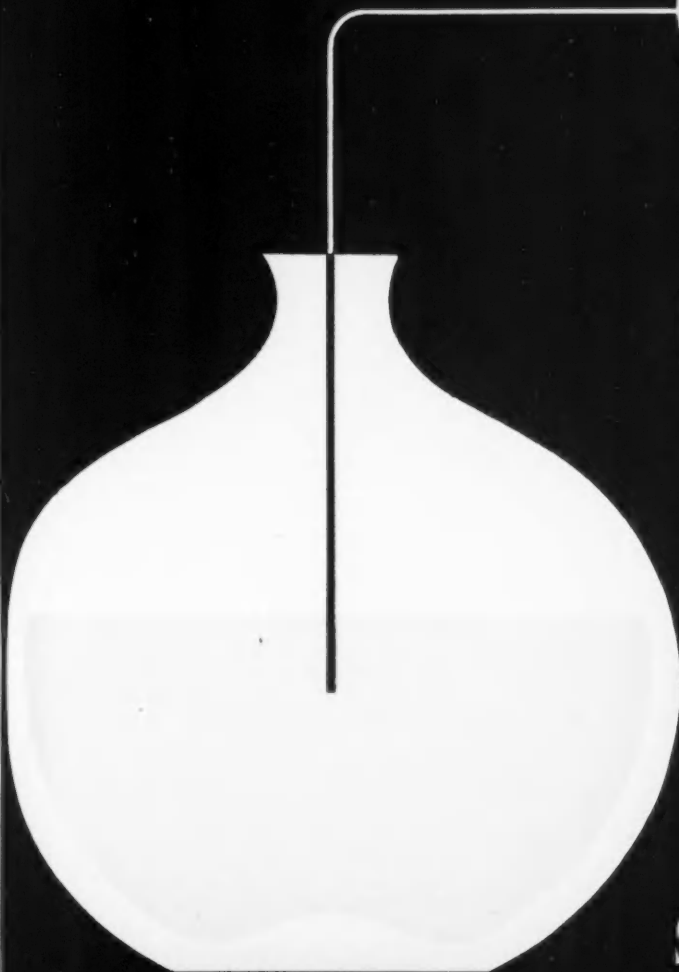
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Rancidity in Soaps

W. W. MYDDLETON, D. Sc., F. R. I. C.*

TO introduce a discussion on rancidity in soap, I put forward four propositions which I shall describe and explain in turn.

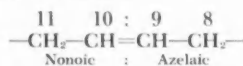
My first proposition is as follows: That any theory of rancidity more than twelve years old should be put upon the shelf with the Theory of Phlogiston.

Rancidity in soap is recognised by the appearance of discoloured patches on the surface and by the odour better, known as the odour of rancid fat. A so-called tasteless soap also develops a strong flavour when it becomes rancid. As to what goes on in the soap, little is known by direct observation on soap as such; little more perhaps than that atmospheric oxygen is absorbed and, as one would expect, flake or powdered soap, presenting a larger surface to the air, becomes rancid more rapidly than bar or tablet soap under similar conditions of storage. The process is described as autoxidation because it takes place at room temperature and the operative agent is molecular oxygen.

For other clues as to what happens in soap we must turn to the analogous phenomena in fatty acids and their esters. It is in this field that most of the fundamental work on rancidity has been carried out. This is particularly fortunate because, in the highly purified acids and esters, impurities which act in the natural oils and fats and in the soaps made from them as pro- or antioxidants have been eliminated. From this work we know that the satu-

rated acids and their esters are stable at room temperature unless attacked by microorganisms. On the other hand, oleic, linoleic, linolenic, and the more highly unsaturated fatty acids and their esters, oxidise with increasing ease in the order given.

Let us consider the case of methyl oleate. It has one double bond at the middle of the carbon chain and its iodine value is normal for that condition. The molecule can be broken at the double bond by disruptive oxidation with potassium permanganate in acetone and it then gives a mixture providing the monobasic nonoic acid and the dibasic acid.

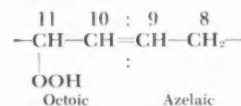


The carbon atoms are numbered from the carboxyl group. The acids derived from the rupture at the double bond thus contain nine carbon atoms each.

When rancidity has progressed in methyl oleate the iodine value is lowered and the false inference has been drawn that oxygen adds on at the double bond to form a peroxide. The iodine value is misleading and if unsaturation is measured by the volume of hydrogen absorbed in the presence of a suitable catalyst the double bond is shown to be substantially intact.

Furthermore when the rancid ester is disruptively oxidised with permanganate not two but four acids are produced, two monobasic and two dibasic, namely octoic and nonoic, suberic and azelaic acids. They can be accounted for on the assumption that in autoxidation the attack by oxygen is directed to either of the methylene groups adjacent to the double bond at atoms 8 and 11 and that hydroperoxide groups become attached there.

With the autoxidation effective at the 11th carbon atom further disruptive oxidation with permanganate will cause fission between atoms 9 and 10 and also between 10 and 11 and one carbon atom will disappear from the high molecular weight products. On the left we shall have octoic acid and on the right, azelaic.



In the part of the rancid ester with the hydroperoxide group at the 8th carbon atom the products will be nonoic acid (monobasic 9 carbon atoms) and suberic acid (dibasic 8 carbon atoms).

The evidence I have outlined was provided by publications under the auspices of the Rubber Producers Re-



* County Laboratories, Ltd., Stanmore, Middlesex, England. Presented at the April, 1954 meeting of the Society of Cosmetic Chemists, London, England. Reprinted from the Journal of the Society of Cosmetic Chemists, Vol. V, No. 4, December 1954, page 200.

* Presented at the April 9, 1954, Meeting, London, England.



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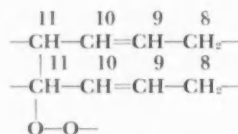


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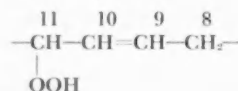
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search Association in 1942, twelve years ago, and forms the starting point for the newer theories of rancidity (1).

The most satisfactory theory is that the first stage of the oxidation process is the formation of a free radical under the influence of residual free radicals or radiation, by loss of a hydrogen atom from a methylene group adjacent to a double bond. Molecular oxygen then forms a peroxidic free radical.



This free radical can strip a hydrogen atom from another molecule of methyloleate to form a hydroperoxide and thus complete a chain of reactions leading to a primary oxidation product.



Further reactions occur involving breakdown of the molecule with formation of aldehydes, ketones, and acids.

Second proposition: That the chemical methods now commonly used for the detection and measurement of rancidity constitute an art and not a science.

There are several tests which reveal the presence of peroxides, for example, the liberation of iodine from potassium iodide, the oxidation of ferrous salts or stannous chloride. The hydroperoxides, however, build up to a point and then break down into secondary products as rancidity progresses. The concentration of peroxide oxygen therefore bears no precise relationship to the stage of deterioration of the rancid material.

The popular Kreis test in which the sample is brought into contact with an ethereal solution of phloroglucinol in the presence of hydrochloric acid is known to give a positive colour reaction with a number of aldehydic substances, for example, epihydrin aldehyde and malonic dialdehyde which are not known to be and are not considered to be autooxidation products of fatty acids (2). The Kreis test gives a positive reaction with rancid fatty matter but what it detects is not known.

Malonic dialdehyde also produces a colour reaction with thiobarbituric acid (3) and a similar reaction is produced by rancid fatty matter (4). Although this test is described as more sensitive than the Kreis test we still do not know what it denotes.

Other tests are directed to distinguish α -dicarbonyl compounds (5). So

far as soaps are concerned these would be carried out on the fatty acids prepared by decomposition with mineral acids.

I suggest as other possibly useful tests in the same category as those I have mentioned, first, a reaction with vanillin in presence of concentrated hydrochloric acid (6). A strong pink coloration is produced by a rancid fat and the test is quite delicate. What it detects is again not known.

Second, hydroperoxides may be detected in soaps by adding to an aqueous solution a dilute alcoholic solution of phenolphthalein which has been reduced by zinc dust in caustic soda. A little free caustic soda should be added. Peroxides produce the usual pink coloration with phenolphthalein which they reconstitute by oxidation (7).

The tests commonly used are empirical and it is not known exactly what they mean. Their application is therefore an art and not a science.

Third proposition: That the measures adopted to ensure against the development of rancidity constitute an art and not a science.

The following points require consideration in the case of soaps:

1. *Choice of suitable oils and fats.* We know that there should be no significant proportions of soaps of linoleic, linolenic, and more highly unsaturated acids and that unsaponifiable matter should not have a high iodine value. Suitable refining is required for example, to remove mucilaginous and protein matter which might cause microorganisms to thrive in the soap. When hydrogenated oils form part of the mixture the characteristic hydrogenation odour must be adequately removed, because the recurrence of this odour in the soap produces a pseudo rancidity off-odour.

2. *Avoidance of metallic contamination* during processing especially with metals like copper, cobalt, manganese, iron and nickel which act as oxidation catalysts.

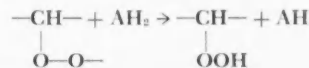
3. *Correct processing.* The practice of superfatting probably affects rancidity stability both with respect to the amount of free fat and the mode of adding it. On the mechanical side it has been considered good practice to chill soap rapidly in films on internally chilled rollers with free access of air, but it is now, I think, becoming increasingly recognised that this aggravates the liability to rancidity, and frame cooling is preferred. Under this heading milling and plodding can lead to the inclusion of much air in the soap. It appears to me to be sound practice to carry out these operations under an atmosphere of carbon dioxide so that air is excluded from the mill and plodder.

4. *Colouring agents and perfumes*

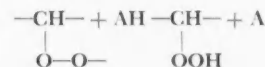
require careful selection to avoid secondary deterioration in colour and odour during storage.

5. Soap should be carefully protected from light and dampness during storage and the temperature should never be unduly high.

6. It is possible to delay the development of rancidity and pseudo rancidity by incorporating in the soap either an inhibitor of rancidity or an antioxidant. I distinguish an inhibitor as either a reducing agent such as sodium stannite sodium hydrosulfite, or sodium formaldehyde sulfoxylate or an antiseptic such as sodium benzoate, the esters of *p*-hydroxy benzoic acid or thymol. I distinguish an antioxidant as a substance capable of breaking the chain reaction of autooxidation at concentrations as low as a few hundredths or thousandths of one per cent. Interruption of autooxidation can be brought about by a substance which can readily provide a hydrogen atom, more readily than, for example, methyl oleate, in the case we have examined. The peroxidic free radical will then attack the antioxidant rather than the oleate. For example, consider an antioxidant AH_2 . It reacts with the methyl oleate peroxidic free radical to form a hydroperoxide and a new free radical from the antioxidant.



The new radical can then react with another peroxidic radical to produce the final hydroperoxide.



During the progress of these reactions methyl oleate molecules are practically immune from attack.

In some cases antioxidants are found to be more effective in combination of two or more different agents. The phenomenon is an example of synergism; for example, phosphoric acid enhances the effect of phenolic antioxidants. The antioxidants for soaps must not develop a colour of their own when they are exposed to light and air and must not be inactivated by water or alkalis.

In recent years *p*-tert-amyl phenol, ethylene-diaminetetracetic acid, and various derivatives of thiourea have been used in soaps. The most popular additives in the past are the straightforward reducing agents which I have called inhibitors. They are added at a higher concentration than is necessary with what I have called the antioxidants.

In my opinion it is clear that the steps taken to protect soap against rancidity are on the whole unsatisfactory.



Aliphatic Aldehydes

POLAK & SCHWARZ



Ask for our pricelist for aromatic chemicals

Polak & Schwarz Inc., 667 Washington Street, New York - 14 (N.Y.)

On the whole they accept the position that soap is susceptible to rancidity and merely attempt to prevent access of oxygen under conditions in which the soap is most susceptible.

The addition of an inhibitor or an antioxidant gives a temporary measure of protection but it merely prolongs the induction period for a limited period. There is no fundamental protection in any of these measures. In other words the methods of providing protection from rancidity constitute an art and not a science.

Fourth proposition: That commercial soaps to be used in the Toilet and Cosmetic Industry should be subject to

a specification limiting the content of unsaturated fatty acids and unsaponifiable matter. Some guarantee should be obtained that the fatty matter used in manufacture was free from incipient rancidity.

We have seen that many factors influence the rancidity stability of soap and that many of these factors are beyond the control of the user who depends upon commercial soap. However careful he may be in processing, packaging, and storing, he can never depend upon a soap having an unsuitable composition or one in which incipient rancidity is present.

Having described and explained the

four propositions I now submit them for discussion.

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book reviews

THE CHEMISTRY AND TECHNOLOGY OF FRUIT AND VEGETABLE JUICE PRODUCTION, by Donald K. Tressler and Maynard A. Joslyn, in collaboration with a group of specialists. The Avi Publishing Co., Inc., New York, 1954. 962 pages, 5½ x 8 inches, illustrated. Price \$15.

Twenty specialists in the field of food technology have collaborated with Dr. Donald K. Tressler and Dr. Maynard A. Joslyn in the preparation of a complete revision of the 1939 edition of "Fruit and Vegetable Juices" written by Tressler, Joslyn, and Marsh.

All phases of the technology of fruit and vegetable juice industry have been covered in the new text for it has been expanded to 30 chapters of which 11 are virtually completely new. Among

the topics covered are historical and economic aspects, preparation of juice, dehydration, nutritive value, vacuum concentration, freezing processes, and preservation by canning, freezing, sterilization filtration, and the use of chemicals. Separate chapters are devoted to each category of the major fruit and vegetable juices. Chapters are also devoted to governmental standards and regulation, quality control and laboratory examination, and blending formulae and syrup algebra.

Possibly the most interesting chapter for the readers of the Flavor Section of the American Perfumer is the chapter on "Volatile Flavor Recovery." This chapter was written by Howard P. Milleville, one of the first workers in this field at the Eastern Regional Research Laboratory of the U. S. Depart-

ment of Agriculture.

The text is profusely illustrated with 163 figures many of which are flow sheets, and there are 128 tables of data. Each chapter is provided with a bibliography at the end of the chapter. The book is well printed and adequately bound.

Drs. Tressler and Joslyn and his collaborators have provided the food and flavor industries with a comprehensive and authoritative text.—*Morris B. Jacobs.*

STARCH, by Charles A. Brantle, 408 pages, size 6 x 9 inches, illustrated and indexed. Reinhold Publishing Corp., 1953. Price \$10.00.

While one gets the impression that this book is about all starches, it most particularly covers potato starches, consisting of six chapters and over 180 pages, over 1/3 of the book. Other starches discussed are corn, tapioca, wheat, rice, sago, arrowroot and one chapter of 4 pages devoted to numerous non-commercially important varieties, such as pea, chestnut, banana and so on.

Some might feel that Moe's chapter on the physical and chemical characteristics of starch and its derivatives as inadequate. It is a good start and can be enlarged in later editions.

The chapter on corn starch is out of proportion to the coverage of potato starch. Using the author's figures on page 7, during 1947, the value in dollars of potato starch is almost 1/20th of that of the annual corn starch production. In pounds, there is over 2½ times more corn starch produced than potato starch. About 180 pages of the book is devoted to potato starches and only 25 pages to corn starch.

Discussions of cosmetic uses for starch are woefully inadequate and would have been better completely left out.

The author hardly touches on the many special or chemically treated starches.



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ranges and impart to them a finesse impossible to obtain in any other way. HYPERABSOLUES are available for immediate shipment to you in original containers filled and sealed in Grasse and stocked in this country. If you need a sample or a quantity supply, call or write for prompt service; or if it is expert consultation on your aromatic problems that you need, remember . . .

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NEWS and EVENTS

T. G. A. Prepares Booklet For Military Women

The Toilet Goods Association as a public service, has prepared a booklet entitled "Good Grooming for the Women in the Armed Forces," and has supplied the Department of Defense with enough copies so that every woman in the Armed Forces in all parts of the world will receive a copy. The booklet was written by Myra N. Conklin, well known beauty expert and is designed to acquaint women in the Armed Services with the principles of good grooming especially as they apply to uniformed personnel.



John Turer, research chemist in the laboratories of L. Sonneborn Sons, Inc., New York, takes time out from his other laboratory work to act as a taster—but a taster who looks for no taste. One of Turer's jobs is the sampling of white mineral oil processed by Sonneborn to make sure it is absolutely tasteless. None of science's intricate laboratory equipment will do this; the tongue is still the only way to determine taste, or lack of it.



Leo Bertisch, United Cigar-Whelan Stores Corp., (center) is presented with a plaque commemorating his service as chairman of the Drug, Perfume and Cosmetic Division of the United Jewish Appeal of greater New York. The presentation was made by Alfred Roberts, Block Drug Co., (left) division dinner chairman, as Emanuel Katz, Doeskin Products, division special gifts chairman, looks on.

T. G. A. To Hold 20th Anniversary Convention

With a theme of Twenty Years of Growth With America, the Toilet Goods Association, Inc. will hold its twentieth anniversary convention May 10, 11, 12 at the Waldorf-Astoria Hotel. On Tuesday morning, May 10, Life and Fortune magazines will present a review of changes in the American scene over the past 20 years, part of which will be motion picture and part speaker. Following this, Dan Rennick, editor of the American Druggist will discuss changes in the cosmetics business over the same period. Luncheon speaker for May 10 will be a prominent Washington news man.

On Tuesday afternoon, the Ladies' Home Journal will present a picture of the American woman as she is today and Roy Whittier, former vice-president of Young & Rubicam, will then discuss cosmetic advertising and its appeal to modern women. Following Mr. Whittier, J. Stephan Stock of the Politz organization will discuss how to keep up-to-date in product development.

On Wednesday morning, Kenneth Cramer of Business Week will report on the outlook for the next 15 or 20 years. Mrs. Jean Rindlaub of BBD&O will discuss what women will be doing during the next 15 years. Dr. Ernest Dichter will talk on the use of motivation research for influencing people in forthcoming markets and Arthur Fatt of Grey Advertising Agency will tie up the three sessions.

At luncheon on Wednesday, the Charles S. Welch Memorial Packaging Awards will be presented. Thursday, May 12, will as always be devoted to an all day meeting of the Scientific Section and a most interesting group of papers will be presented. At lunch that day, the annual CIBS award will be made by Harold Anderson, president of CIBS.

A cocktail party and buffet will be held on Tuesday on the Starlight Roof and the annual Toilet Goods Industry Golf Tournament will be held on Monday, May 9, at the Winged Foot Golf Club in Mamaroneck, N. Y.

A. M. A. Abandons Seal Of Acceptance

The American Medical Association, which, for many years has granted a seal of acceptance to drug products and, in more recent years under its Committee on Cosmetics, has granted a similar seal to manufacturers of cosmetics, has announced discontinuance of this practice. Editorially in the Journal of the American Medical Association—Feb. 1955, it announced that "The issuance of seals or emblems by any part of the American Medical Association is discontinued." The A. M. A. states however, that since a lot of advertisements having the seal of approval are already printed up, such ads with the seals might continue to appear until the material is used up.



Mr. and Mrs. Charles Pisano's son Richard and daughter Phyllis Elaine were on hand to bid bon voyage to their parents as they sailed March 11 aboard Italian Line's MV Saturnia for Palermo, Italy. Mr. Pisano, of Citrus and Allied Essential Oils, will be abroad several weeks on a business trip.

FDA Orders Strict Labeling Of New Fluoride Dentifrices

The new stannous fluoride dentifrices will have to be marketed under the most restrictive labeling ever required for an over-the-counter product of this type.

So far, the Food & Drug Administration has acted only on Procter & Gamble's Crest, but presumably the same restrictions will apply to other fluoride-based products. In authorizing the sale of Crest, FDA has specified that the tube and carton must contain two important warnings, plus a circular providing additional information. The warnings are: 1. *Children under six should not use Crest, for reasons ex-*

CONTINUED:

Special-Class AROMATIC CHEMICALS

Modern de luxe perfumery attempts to achieve the best results by use of the finest and purest raw materials. Just as the perfumery expert chooses the best essential oils of greatest richness of scent and uses especially selected drugs, so, too, he poses special claims in regard to chemically pure perfumes. The realisation that chemical purity does not necessarily mean odorous purity caused us to try out new methods in our production in order to eliminate even the last traces of side-odours from our chemically pure products. Our new SPECIAL-CLASS PERFUMES, therefore, are not only chemically pure, but have an absolutely pure odour. We offer the perfumer raw materials for de luxe perfumery, the odorous effect of which is impaired by no troublesome admixture whatever. We emphasize that the odorous purity of our Special-Class Perfumes is the result of exact methods of purification and not of any contact procedure such as is sometimes practiced by other companies.

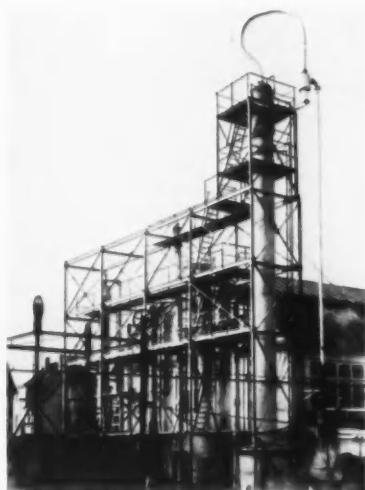
We endeavour steadily to enlarge the range of these exquisite perfume products. The following list will show all perfumes which we are now able to produce in absolute purity of odour.

Special-Class Citronellol

Some time ago we put Citronellol supreme on the market. Its fine odorous qualities won it so many friends, amongst perfumers that we were encouraged to take a further step, creating a perfume with a maximum of odorous subtlety. We think this expensive purification is fully justified by the fact that the odour of our Citronellol "SPECIAL-CLASS", although obtained from citronell oil, is hardly inferior to that of Citronellol made of geranium oil, the odour of which was considered to be finest. Of course, the complicated and expensive purification causes a price considerably higher than that of standard citronellol. This price, however, is still very advantageous as the only competitor to Citronellol "SPECIAL-CLASS" is the very expensive Citronellol made of geranium oil. We are sure this most delicate product will obtain as many friends as did Citronellol supreme.

Special-Class Phenylacetic Aldehyde

Whereas the usual production method for phenylacetic aldehyde is based on benzaldehyde, we obtain this beautiful hyacinth perfume from phenylethyl alcohol. Our special oxidation method avoids all possibilities of disagreeable by-products, immediately yielding a



Our high columns for precision distillation

100 % pure phenylacetic aldehyde. This product has a delicate, warm, flowery note free from all the hard, raw, and biting side-odours that adhere to even well-purified phenylacetic aldehyde.

hydrides made of benzaldehyde, not to speak of those products where the smell of benzaldehyde is still apparent. In view of the well-known fact that, in spite of stabilization, a 100 % phenylacetic aldehyde quickly polymerizes, we distribute our Phenylacetic Aldehyde, "SPECIAL-CLASS", if so desired, in the usual 50 % solution in especially purified phthalic acid diethyl esters. These are quite stable if stored properly.

Special-Class Phenylethyl Alcohol

The short period of time since the development of this thoroughly purified product has sufficed to bring us many assenting opinions, one of which even made the very flattering claim that it is the phenylethyl alcohol of the most delicate odour produced anywhere in the world. The purifying procedure discovered by our chemical engineers permits the elimination of the very last constituents of radish-like odour so detrimental to the delicate fragrance of phenylethyl alcohol. The radish-like smell of usual phenylethyl alcohols as well as the somewhat sharp side-odour of especially purified products is supplanted in our Phenylethyl Alcohol "SPECIAL-CLASS" by a lovely, rose-like fragrance. This tender fragrance is especially noticeable if one examines the odour of the aqueous solution of phenylethyl alcohol. This is the severest test for judging the odour of a really fine phenylethyl alcohol. Ordinary or well-purified phenylethyl alcohols dissolve with opalescence or clearly in the proportion 1:50 in distilled water, whilst one part of our perfectly purified phenylethyl alcohol clearly dissolves in only 45 parts of distilled water at 20°. Whereas the solutions of usual phenylethyl alcohols then give off a radish-like smell or still a light sharp side-odour, the solution of our Phenylethyl Alcohol, "SPECIAL-CLASS" has an entirely pure, lovely odour of roses. Of course, the advantage of our perfectly purified product is most prominent in fine floral compositions.

If desired we gladly send you our Dragoco-Reports regularly. This monthly Information Service with Price-, Market- and Research-Reports is at your disposal free of charge.



DRAGOCO
HOLZMINDEN GERMANY

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plained in the circular. 2. Consult your dentist about Crest if your local water supply contains fluorides.

FDA requires these restrictions because of its respect for fluorine as a powerful chemical. Government people feel properly-worded disclosures will not hurt sales, and they figure that the experience of the toothpaste people in the forthcoming promotion is going to support their point of view.

Society of Flavor Chemists

Hold 6th Meeting

The Society of Flavor Chemists held their 6th regular meeting last month at the "Little Venice" restaurant. Harold Janovsky of Virginia Dare Extract Co. spoke on "Chemical Additives—Flavor and Logic," in which he reviewed the recent events leading to the widespread interest in chemical food additives. Anyone interested in joining the Society may contact Mr. Charles Dwyer at Dodge & Olcott, Inc.

Northam Warren Corp. Sets

New Safety Record

Northam Warren Corporation's safety record during 1954 was the most satisfactory in its history, George Enslinger, safety director, has announced.

Shulton to Sponsor

Jourdan Series

Shulton, Inc., is having a series of thirteen filmed commercials produced by Transfilm. The spots will be used on "Paris Precinct" which Shulton will sponsor on WABC-TV, 10-10:30 P.M. starting Wednesday, April 6, in addition to other major regional markets. Three of the spots feature Louis Jourdan, the actor, who stars in "Paris Precinct."



Completing final details for Paris Precinct, are left to right: Charles Amory, president of U. M. & M. Inc., sales agent for "Paris Precinct"; Miss Maxine Rowland, advertising manager for Shulton; George Schultz, president of Shulton; Louis Jourdan and Frank N. Carpenter, vice-president in charge of sales for Shulton.



On a recent visit to Mexico with his wife, Jacob Reck, executive vice president of the NBBMA, met with officials and members of the newly-formed Asociacion Nacional de la Industria Perfumeria. Seated from left to right: A. F. Godefroy, Laboratorios Godefroy, S. A., Mrs. Reck, Santiago Gonzalez, F., Casa Gonzalez, Jacob Reck and Armando Breton, Jr., executive secretary, Asociacion de la Industria Perfumeria.

Aluminum Astringent Patent Opened to All

Following the litigation between Elizabeth Arden, Inc., and Reheis Company, Inc., the so-called Anderson Patent #2492085 issued December 20, 1949 for "Aluminum Chlorohydrate Astringent" was taken over by the Reheis Company. That company, which is now owner of the patent, has published a "disclaimer and dedication to the public" of the claims contained in the patent and has dedicated the "alleged inventions thereof" to the public.

Givaudan-Delawanna, Inc. Holds Sales Conference

The needs of customers, ever-changing because of continuing technological advances in product formulation, raw materials and packaging, was the theme stressed at the recent sales conference of Givaudan-Delawanna, Inc. Mr. E. R. Durrer, president, opened the meeting.

Owens-Illinois Gets Cuban Acreage

Owens-Illinois Glass Co., Toledo, Ohio, has acquired a 148-acre site 20 miles southeast of Havana for the purpose of constructing a plant to supply glassware for the Cuban market.

St. John's Announces New Building

St. John's University of New York has announced the scheduling of a Science-Pharmacy building at the University's new suburban campus in Hillcrest, Queens. At present, \$602,000 has been contributed from 3,500 individuals and corporations, including pharmaceutical houses, toward the building fund.

Chicago S. C. C. Meeting To Feature Ladies Night

The April 12 meeting of the Chicago Chapter of the Society of Cosmetic Chemists will feature "Ladies Night." A one-half hour movie, "Heads up for Beauty," will be shown, dealing with hair care and styling. Miss Jane Gregory, Director of Consumer Service of the Toni Company, will serve as mistress of ceremonies.

Dow Chemical Purchases Versenes, Inc.

Dow Chemical Co. has purchased Versenes, Inc., Framingham, Massachusetts, manufacturers of chemical specialties. Versenes, Inc., makes chelating agents used in the detergent, soap and chemical industries.

Helene Curtis Sales Buys Van Merritt

Helene Curtis Sales Inc., New York, a subsidiary of Helene Curtis Industries, has purchased the assets of Van Merritt Brewing Co. in Burlington, Wisconsin, for an undisclosed price. The brewery's facilities will continue to be leased by Weber Waukesha Brewing Co., which produces soft drinks and canned beer.



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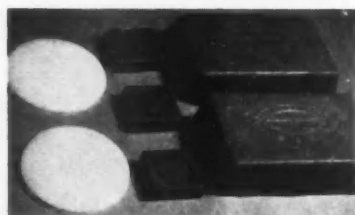
ENGLAND: London, 1 Crutched Friars

Beeswax Processors Celebrate 100th Anniversary

Will & Baumer Candle Co., Inc., Syracuse, New York, is celebrating its 100th anniversary. The company was the first American manufacturer to produce pure beeswax candles for churches and now manufactures a number of wax products that includes over 125 different styles of candles as well as annually processing millions of pounds of beeswax for cosmetic and pharmaceutical producers.



To free the crude beeswax of impurities or adulterations, daily chemical analyses of incoming stocks are made. The three grades of wax meet U. S. pharmaceutical standards.



Pure beeswax is processed in three grades at Will & Baumer: crude, refined and bleached. One-ounce white discs are fully bleached; yellow one-ounce squares and pound bricks are refined. Fifteen pound slabs of beeswax also are processed. Bleaching is accomplished by exposing the beeswax for long periods to sunlight.

The firm imports pure beeswax from practically all over the world. To insure adequate quality control of its beeswax, Will & Baumer purchases the finest crude from the world's best markets.

Besides a manufacturing and sales subsidiary in Montreal, Canada, Will & Baumer also has sales offices and branch warehouses throughout the United States.

BIMS of New York Release Questionnaire

At a recent meeting of the Board of Governors of the BIMS, the motion was proposed and seconded to send a questionnaire to each of the members in the interest of learning how to improve on the activities of the organization.



Detective examines fraudulent perfume

Perfume Counterfeiter Caught and Sentenced to Jail

Clever and patient work by Attorney Aaron J. Schwartz with the assistance of skilled detectives from the New York Police Department has resulted in sentencing to jail one of the cleverest perfume counterfeiters who has ever plagued the houses of Chanel Inc., Guerlain, Parfums de Dana and Caron. William J. Claus of Brooklyn, who has a police record dating back 39 years was arrested in his home last month for counterfeiting well known perfumes. The arrest was made under the provisions of penal law 2354 covering offenses against trade marks. It was his second offense.

Claus didn't counterfeit the label or the bottle of any prominent perfumery company. Instead he provided an elaborate plush box into which the bottles of perfume were placed. He had his own trade marks in gold printed with the names of the various perfumes he counterfeited and placed them on the bottles. The perfume alone was counterfeited. After being confronted with the evidence Claus admitted that he had been engaged in that type of business since 1942. He purchased the perfume which simulated after a fashion the particular odors of the well known firms. The plush boxes were made up and represented to contain the original perfumes and were marketed through various underground channels. The police at the time of the arrest confiscated 60 cartons of various counterfeited perfumes and toilet waters, bottles, boxes, labels etc. estimated to be worth about \$20,000. Claus was sentenced to jail for one year. It was estimated that over the years he had sold over \$150,000 worth of counterfeited perfume.

9th Nat'l. Chemical Exposition To Be Held in Cleveland

The 9th National Chemical Exposition will be held in Cleveland, Ohio, November 27-30, 1956.

New Fly Attractants Developed

Fly attractants, developed by Polak's Frutal Works, Middletown, N. Y., are adequately described in two circulars which will be sent to anyone interested on request. Properties of the attractants are given in the circular.

H. Reisman Corporation Move to New Address

H. Reisman Corp., manufacturers' representatives, are moving into expanded quarters April 1, 1955. The new address will be 114 Liberty St., New York 6, N. Y.

TGA Association, Inc. Announces Program

The program for the meeting of the Scientific Section of the Toilet Goods Association, Inc., May 12, is as follows: "Allantoin in Cosmetic Formulations" by S. B. Mecca, Chemical Director, Schuylkill Chemical Co.; "Laboratory Methods for Studying the Penetration of Topical Agents Through Human Skin" by Peter Flesch, M.D., Ph. D., Dept. of Dermatology, Univ. of Penna. Hospital; "A Study of the Acid Mantle Factor in Topical Applications" by Irwin I. Lubowe, M.D., N.Y.U. Bellevue Medical Center; "A New Method for Spectrophotometric Evaluation of Sunscreens" by Saul I. Kreps, Chief Chemist, Van Dyk & Co., Inc.; "Mechanism of the Action of Agents Used for the Relief of Dry Skin" by Irvin H. Blank, Ph. D., Dept. of Dermatology, Massachusetts General Hospital, Harvard Medical School; "Microbiological and Clinical Evaluation of Anti Dandruff Agents" by Herbert J. Spoor, M.D.; "New Cyclic Musks" by S. Carpenter, Ph. D., Givaudan-Delawanna, Inc.; and "Cosmetic Emulsions in Polyethylene Containers" by Phyllis J. Carter and W. C. Griffin, Atlas Powder Co.

Calvert Mills New Agents For Formosan Exporters

Calvert Mills Co. has just been appointed exclusive agents in New York for the firm of Tong Hsing Hong, exporters of essential oils from Formosa. For years they have been selling their oils through exporters for shipment to the U. S., although doing their own shipping to Europe.

L. C. BORRELL has been appointed manager of the Franklin Refinery of L. Sonneborn Sons, Inc. Borell was formerly technical director of the refinery.

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Butane Extracted Oils
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The finest oils man has been able to derive are now available from Gardenia, Lily of the Valley and Lilac.

Extracted by the revolutionary BUTANE PROCESS — an exclusive P. Robertet technique — they give you all the the magnificent fragrance that only the naturally derived oils can impart. Not inexpensive ... as top quality products never are ... but worthy of the proudest items in your line.

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Colgate Adds Ingredient To Its Chlorophyll Paste

Colgate has added its own anti-enzyme ingredient to its chlorophyll toothpaste, in the continuing battle for toothpaste supremacy. The new formula toothpaste will be backed by extensive Sunday supplement advertising and promotion.

Two N. Y. Companies Agree to Combine

Boards of Directors of Hooker Electrochemical Company, Niagara Falls, N. Y., and Durez Plastics & Chemicals, Inc., North Tonawanda, N. Y., approved a formal agreement for the consolidation of the two companies, subject to approval by the stockholders of each company.

AMA's Nat'l. Pkg'ng. Exposition and Conf.

The AMA's forthcoming National Packaging Exposition and Conference will be held at the Palmer House, April 18-20, Chicago, while the Show will be held at the International Amphitheatre, April 18-21 in Chicago. Combined attendance for these events is expected to exceed 30,000.

Marti Dare Branch of Old 97 Holds Elaborate Exhibit

Marti Dare, which is a division of Old 97 Co., had an exhibit this year in the Florida State Fair, the world's largest Winter exhibition. The theme of the exhibit was their Dare-U fragrance. The display was quite attractive, set against a background of a world map from which came ribbons attached to various components of cosmetics, indicating their places of origin. The exhibit was seen February 5 through 19.



Toni Buys Building Housing its Operations

The Toni Division of The Gillette Co. has purchased the building in St. Paul, Minn., that houses the firm's factory operations. This was a step in the company's expansion of production facilities, according to R. N. W. Harris, founder and president, the Lindeke Building.

T. G. A. Mineral Oil Specification Revised

A revised TGA specification for Mineral Oil, originally issued in 1941, and which has been brought up to date, has gone out to the membership. If you maintain a complete set of specifications, please destroy the original and use the newer one in its place.

Shulton Acquires Maschmeijer Assets

George L. Schultz, president of Shulton, Inc., Clifton, N. J., has just announced acquisition of the major assets of A. Maschmeijer, Jr., of Newark, N. J. The business will be operated as the A. Maschmeijer, Jr., Division of Shulton, Inc., and represents a further expansion by Shulton, Inc. into the fine chemicals and pharmaceutical fields.

Bristol-Myers Tests New Type Deodorant

A lotion deodorant and anti-perspirant called Ban, that works like a ball-point pen, is being introduced by Bristol-Myers Co. The product is now being tested in about ten markets in the South, East Central, East and West Central parts of the country. Advertising, through BBD&O, hails Ban as "a completely new kind of deodorant"

and features the fact that "It Rolls On." Bristol-Myers reports that seven out of ten consumers tested preferred Ban to a cream or spray deodorant.

Rochester School of Medicine Gets \$20,000 Colgate Grant

The department of dentistry and dental research of the University of Rochester School of Medicine and Dentistry has been awarded a \$20,000 grant by the Colgate-Palmolive Co. for research in the development of decay-preventing dentifrices, it was announced yesterday by LaRoy B. Thompson, director of research administration for the University. The project will be under the general direction of Dr. Erling Johansen, chairman of the department of dentistry and dental research, with Dr. Ralph Lobene, instructor in clinical and dental research, as the principal investigator.

Warner-Hudnut Net Up 18 Per Cent

Warner-Hudnut, Inc.'s consolidated net income for 1954 rose 18% to \$4,279,000 or \$3.04 a common share, from \$3,619,000, or \$2.52 a common share, in 1953. World-wide sales for 1954 rose to \$63,045,000, as compared with \$60,224,000 in 1953.

Fritzche Opens Montreal Office

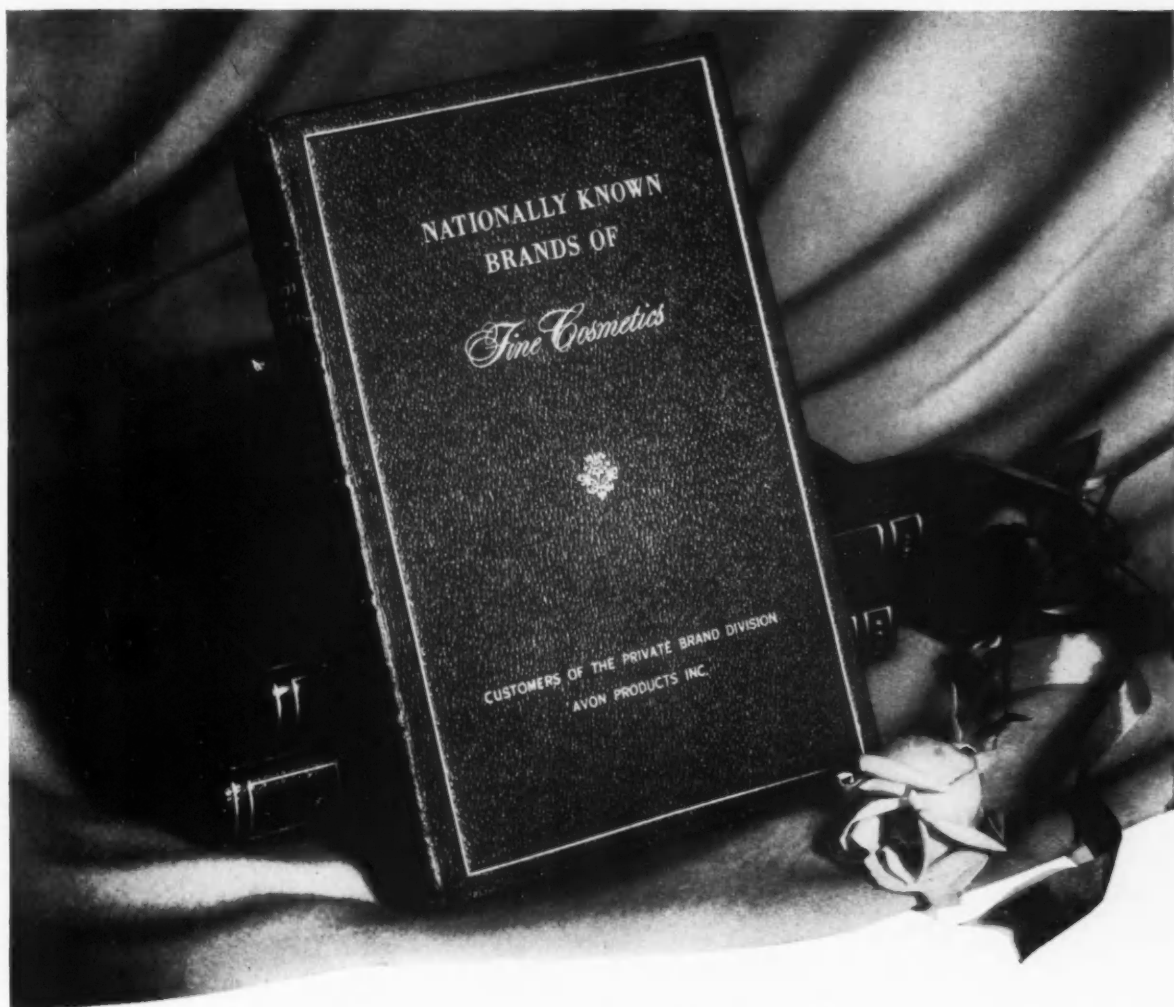
To provide better facilities for servicing its increasing accounts in and around Montreal, Canada, Fritzche Brothers, Inc., has just announced that its Canadian affiliate, Fritzche Brothers of Canada, Ltd., has opened a new Canadian office at 6999 Cote des Neiges Road, corner of Numur Road, Montreal, Canada. Representative Ralph Arsenault will be in charge.

Daughter of Louis Amic Weds Andre de Merly

Count Gonzague de Bellescize, Monsieur Louis Amic, Chevalier of the Legion of Honor, War Cross 1940-1945, and Mrs. Louis Amic announced the marriage of Miss Sybil Amic, their grand-daughter and daughter, with Mr. Andre de Merly. Louis Amic is Director of Societe Anonyme Des Etablissements Roure-Bertrand Fils et Justin Dupont, Grasse, France. The marriage was held February 5th in the Basilique St. Clotilde, Grasse.

Elizabeth Arden Solicits For Red Cross

Elizabeth Arden, president, Elizabeth Arden Sales Corp., is soliciting Manhattan's cosmetic fields for support of the current Red Cross campaign.



It pays to go by the book!

Naturally, this book is a "closed" one. Names of the brands of fine cosmetics and toiletries made by the Private Brand Division of Avon Products are held in strict confidence.

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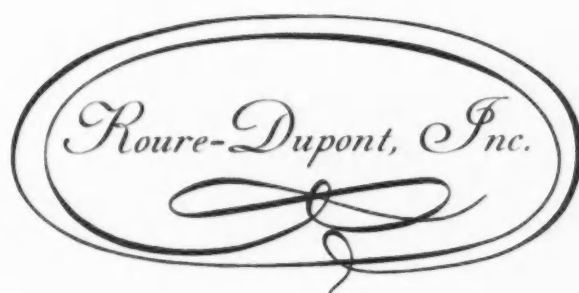
Whether Essential Oils, Isolates, or combinations thereof,
are used as fragrance constituents by the perfumery,
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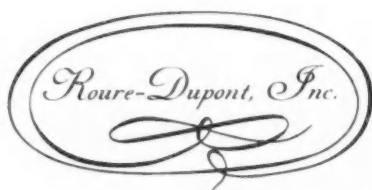
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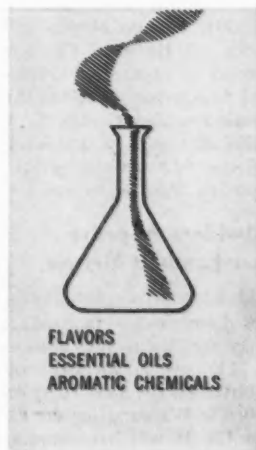
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Presentations being made at Givaudan-Delawanna's recent sales conference picture from left to right: H. F. Duffy, treasurer of Givaudan; Walter Tomzak, salesman; E. R. Durrer, president; E. R. van Liew, sales manager of Specialties division; Benjamin Cottle, salesman in California office; R. E. Horsey, vice-president in charge of sales and Lyle Lowden, salesman in the New York area. The men have served 25 years in sales.

Pre-Marketing Testing Asked On Cosmetics

A bill, requiring pre-marketing tests of cosmetics or their chemical components, is before the House Interstate and Foreign Committee. Introduced by Rep. James J. Delaney (D., N. Y.), provision is made that before a cosmetic or its chemical components may be marketed, the Food and Drug Administration must be shown proof that they will not be injurious to the users. The bill calls for the labeling to show the common name of the cosmetic or its ingredients.

Adaciom Meeting Features Flood Peril Discussion

The March 9th meeting of the Associated Drug and Chemical Industries of Missouri, held in the Lennox Hotel, St. Louis, featured a discussion "St. Louis is in Perennial Peril of Flood." Mr. Morton Meyer, president of Thompson Hayward Chemical Co. and president of the St. Louis Flood Control Association, discussed the need for protection and George E. White, Jr., Colonel Corps of Engineers, described the \$120,000,000 project that will provide this protection.

Stockholders Approve Warner-Lambert Merger

Stockholders of Warner-Hudnut, Inc. and the Lambert Co. in special meetings, approved the merger of their companies. Effective at the close of business March 31, the new company will be known as Warner-Lambert Pharmaceutical Co. It will have annual sales of nearly \$100,000,000 and about 7,000 employees engaged in world-wide operations.

Morton Edell Buys Pink Ice

Morton Edell, formerly president of the Vitamin Corp. of America, who is credited with promoting the greatest vitamin success in history, taking Rybutol from \$100,000 gross in 1942 to over \$10,000,000 in 1952, has just acquired control of Helaine Seager, Inc., 1028 Broad Street, Newark, N. J., manufacturers of "Pink Ice," a new home facial.

Leopold Laserson to Supply Perfume, Cosmetic Materials

The establishments Leopold Laserson (Laserson & Sabetay), 14 Rue Jean Bonal, Garenne-Colombes near Paris, have announced that they are now able to supply raw materials for perfumes, soaps and cosmetics, to the continent.

Natl. Fruit & Syr. Mfrs. Assn. Hold Special Meeting

A special meeting of the National Fruit & Syrup Manufacturers Association was held on February 22, in the Tally-Ho Room, Congress Hotel, Chicago. A main topic of discussion was "Chocolate Month" which is scheduled for November, 1955.

Phila. College of Pharmacy Holds Seminar

The seventh annual three-day seminar on Modern Pharmaceutical Practice was held at the Philadelphia College of Pharmacy and Science, March 29, 30 and 31. The subjects covered a brief but thorough review of the latest developments in pharmacy, chemistry, bacteriology, biology and other sciences related to public health.

Society of Cosmetic Chemists Announces \$1,000 Award

The Society of Cosmetic Chemists announces the establishment of a \$1,000 prize for distinguished literature in the field of cosmetic technology. The Special Award, to be made annually, was instituted to call attention to significant research work and to encourage publication of outstanding scientific papers. It is financed by contributions from representative companies in the cosmetic industry.

Dr. Stephen Rothman of the University of Chicago will receive the 1955 Special Award, according to Dr. Kenneth L. Russell, President of the Society of Cosmetic Chemists. The presentation will be made at the luncheon session of the Society's Annual Spring Meeting, May 13, at the Hotel Biltmore in New York City.

Selected by a specially-appointed Literature Review Committee of distinguished specialists in various branches of science bearing on cosmetic technology, Dr. Rothman was cited for his book, "Physiology and Biochemistry of the Skin," which provides a summary of present knowledge of skin physiology. The book covers 33 years of research into dermatological problems, and is expected to aid cosmetic chemists in finding more effective means of protecting skin from the deteriorations of age and environment. Shorter works by Dr. Rothman, also judged by the Committee, include significant studies on acne and other skin lesions.

Dr. Rothman, born in Hungary, received his medical degree at Budapest in 1917. He was associated with the University Hospital in Giessen, Germany, from 1920 to 1928, and from 1929 to 1938 was with the Royal Hungarian State Institution for Skin and Venereal Diseases. In 1938 he joined the staff of Billings Hospital in Chicago, and is now Professor of Dermatology at the University of Chicago. A past president of the Chicago Dermatological Society and of the Society of Investigative Dermatology, Dr. Rothman holds membership in the American Medical Association and in various international dermatological organizations. His first writings in the field were published in 1921.

Chas. Antell Co-Sponsors Emmy Award

Charles Antell, makers of Formula 9 and Shampoo, were co-sponsors of the Seventh Annual Emmy Awards over the NBC network, coast to coast. The Emmy Awards are the "Oscars" of the television industry.

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Cosmetic Chemists Enter Geriatrics Field

Skin geriatrics and the role of cosmetic science in treating the social and physiological aspects of aging skin will be featured topics at the Annual Spring Meeting of the Society of Cosmetic Chemists, May 13, at the Hotel Biltmore, New York City. Problems arising from the conflict between today's increasing life span and modern society's continuing accent on youth will be discussed, and the preventive and remedial benefits of cosmetic treatment of aging skin will be demonstrated.

Another highlight of the all-day session will be the luncheon presentation of the Society Of Cosmetic Chemists' \$1,000 prize for published works of value in the field of cosmetic technology. The Special Award, made for the first time this year, will be an annual event on the Society's calendar. Dr. Stephen Rothman, Professor of Dermatology at the University of Chicago, will receive the 1955 award, in recognition of his outstanding contributions to scientific literature in 1953-54. The presentation will be made by Dr. Kenneth L. Russell, the Society's president.

The meeting marks the tenth anniversary of the Society's founding. Started in 1945 with 12 charter members, the Society of Cosmetic Chemists now has a membership of 435. The parent organization also has chapters in New York City and Chicago.

1. **"TOPICAL USES OF ANTI-BIOTICS: VEHICLES EMPLOYED"** By: Mr. William S. Baker, Director of Antibiotic Sales, S. B. Penick & Company, 50 Church Street, New York 8, New York. 2. **"ACETYLATED LANOLIN DERIVATIVES"** By: Mr. Lester Conrad, Technical Director, American Cholesterol Products, Milltown, New Jersey. 3. **"FOAM TRANSITION AND FOAM PERSISTENCE"** By: Mr. M. B. Epstein, Head of Application Research Department, Onyx Oil & Chemical Company, Warren & Morris Streets, Jersey City 2, New Jersey. 4. **"FILM PROPERTIES AND COMPOUND FORMATION IN THE SODIUM LAURYL SULFATE-LAURYL ALCOHOL-WATER SYSTEM"** By: Dr. A. Wilson, Senior Chemist, Physical Chemistry Division, Research and Development Dept., Colgate-Palmolive Company, 105 Hudson Street, Jersey City, New Jersey. 5. **"THE SOCIAL AND ECONOMIC ASPECTS OF SKIN GERIATRICS"** By: Dr. E. Henderson, Medical Director & Vice President, Schering Corporation, 2 Broad Street, Bloomfield, New Jersey. 6. **"THE ANATOMY AND HISTOLOGY OF AGING SKIN"** By: Dr. Warren Andrew, Professor of Anat-

omy, Wake Forest College, The Bowman Gray School of Medicine, Winston-Salem, North Carolina. 7. **"THE CHEMISTRY OF AGING SKIN"** By: Dr. Peter Flesh, Research Dermatologist, Department of Dermatology, University of Pennsylvania, Philadelphia 4, Pennsylvania. 8. **"THE STRUCTURAL PROTEINS IN THE EPIDERMIS AND THEIR RELATION TO AGING SKIN"** By: Dr. C. Carruthers, Cancer Research Scientist (Biochemistry), State of New York Dept. of Health, Roswell Park Memorial Institute, Buffalo 3, New York.

Fragrance Foundation Plans Future at Sixth Annual Meeting

A frank analysis of the reasons why perfume sales are lagging behind those of other cosmetics and a suggested remedy in the form of a well considered publicity campaign was given by Elwood Whitney, executive vice president of Foote, Cone & Belding at the sixth annual meeting of the Fragrance Foundation in the Ambassador Hotel, New York, March 24. Mr. Whitney discussed the growth of sales volume of the fragrance industry as compared with other industries. It was in effect a research report on the sales problems of the fragrance industry. The subject of his paper was "How Fragrant is the Future?"

J. I. Poses, chairman of the Foundation's committee on New Ideas, followed with a talk on the "Fragrance Industry's Future Plans." In it he proposed increased Foundation activities for the coming year to educate on a wider scale the why's and wherefore's of fragrance products. The meeting was attended by about 300 executives. President H. Gregory Thomas presided at the meeting with his usual ready wit and skill.

After luncheon Mr. Thomas read a paper prepared by Hugo Mock, general counsel for the Foundation on "The Fragrance Industry in Retrospect." In his remarks Mr. Thomas paid a well deserved tribute to Mr. Mock, who was introduced. Shortly afterward the entire assemblage was shocked to learn of the death of Mr. Mock.

Officers elected by the Foundation are: President, Jean Despres, Coty Inc.; Vice Presidents: Bernard d'Escayrac, Guerlain Inc. and Pierre Harang, Houbigant Sales Corp.; Secretary, A. L. van Ameringen, van Ameringen-Haebler Inc.; and Treasurer, Frazer V. Sinclair, Beauty Fashion.

Directors elected were: for three years—J. I. Poses, Parfums D'Orsay; Russell Rooks, Avon Products Inc.; H. Gregory Thomas, Chanel, Inc.

Directors for one year—Charles



Jean Despres

Bryan, Firmenich & Co., Henri Costerg, Les Parfums de Dana; Joseph A. Danilek, Mary Chess Inc.; Ernest Durrer, Givaudan-Delawanna Inc.; Jack Mohr, Lenthalic Inc.; and Owen Stoner, Prince Matchabelli, Inc.

Directors remaining on the board are: Paul Carey, Tussy Cosmetics; Edouard Courmand, Lanvin Parfums Inc.; John A. Ewald, Toilet Goods Assn.; Charles Granville, Angelique & Co.; Oscar Kolin, Helena Rubinstein Inc.; S. L. Mayham, Toilet Goods Ass'n.; Charles Pennock, Hudnut Sales Corp.; Samuel Rubin, Faberge Inc.; Fred E. Shoninger, Antoine Chiris Co. Inc.; Benson Storfer, Parfums Corday; and J. S. Wiedhopf, Roure-Dupont Inc.

Dorothy Gray, Ltd.

Adds to Sales Staff

Appointment of Alan Bonito, Richard Stacio, Guy Thielman, and William Cowan to the sales staff of Dorothy Gray, Ltd., has been announced by James Boohecker, general manager, and Dick Livingston, sales manager. Mr. Bonito joins the sales staff of metropolitan New York and New Jersey. Mr. Stacio is sales representative for the New England states. Mr. Thielman represents the company in Michigan and Mr. Cowan becomes junior sales representative in the Rocky Mountain states, working with Eugene McCabe.

Chem. & Allied Ind. of Mich.

Announce Golf Schedule

At a recent gathering of the Chemical and Allied Industries Association of Michigan at which was shown a film of the 1954 World Series, the Association also announced its golf schedule which begins May 17 at the Meadowbrook CC.

Naarden Celebrates 50th Anniversary

The N. V. Chemische Fabriek "Naarden" will have been established exactly 50 years on March 17, 1955. This was commemorated at a meeting of personnel, now numbering more than 600, on March 18. The Board of Directors gave a reception that same afternoon.



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Wiedhopf Named Board Chairman Of Roure-Dupont, Inc.

The election of J. S. Wiedhopf to the position of Chairman of the Board of Roure-Dupont, Inc. has just been announced by Jacques d'Aigremont, president of the firm.

A veteran of the fragrance field, Mr. Wiedhopf first entered the business in



J. S. Wiedhopf

1907, starting with Alfred H. Smith Co. when Djer Kiss was in its infancy. In 1921 he went into business with Guy T. Gibson for the distribution of Caron Perfumes, and together they founded Parfums Giro in 1923 in this country. Mr. Wiedhopf recently retired from Parfums Giro, Inc. and went to Europe for a much needed vacation.

Mr. Wiedhopf was one of the founders and the first president of the Fragrance Foundation, of which he remains life director. He was recently elected honorary treasurer for life of the Perfumery Importers Assoc.

Am. Management Ass. Holds Pk'g. Conference This Month

The packaging problems of the drug, toiletries, and cosmetics industries will receive special attention at the American Management Association's annual packaging conference and exposition in Chicago the week of April 18, at the Palmer House. More than 30,000 persons are expected to attend the two events.

Speakers will include J. E. Marmon, director of products methods and package development division, Eli Lilly & Co., Indianapolis, who will act as chairman of the session; F. B. Kienzle, regional vice president, McKesson & Robbins, Inc., Chicago, and Paul C. Olsen, director of marketing research, Topics Publishing Co., N. Y.

How to cut costs in warehousing and materials handling will be the subject of a panel session on the opening morning. Another panel will take up making the most of packaging machinery.

The conference program, which comprises 15 sessions spread over three

full days, will be the longest and most comprehensive ever staged in the packaging field by the 20,000-member management educational association.

City of New York Honors MM&R on Diamond Jubilee

Former Ambassador Richard C. Patterson, now Commissioner of the Dept. of Commerce, presented the city's "Certificate of Merit" to Percy C. Magnus, president, representing Magnus, Mabee & Reynard, Inc., at a special meeting held at the Metropolitan Club, N. Y., March 22. The award proclaimed signal honor and recognition to MM&R for 60 years of successful operation in New York.



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Zonite's Glass Aerosol Pkg'g. Exhibited in Pat. Off. Show

Glass aerosol packaging, a development of the Zonite Products Corp., was among the developments in the industrial, chemical, and textile field which was exhibited in a show featuring "Research and Progress in Chemistry Under the American Patent System" at the invitation of the United States Patent Office. The exhibit ran from February 28 through March 25.

Consulting Chemists Hold Luncheon

The Association of Consulting Chemists and Chemical Engineers, Inc. held an informal luncheon meeting Friday, March 25, at The Chemist's Club. Richard L. Moore, director of public relations of Foster D. Snell, Inc., gave an informal talk on "The Intrinsic Values of Professional Advertising."

F. E. M. A. of California Holds 1955 Elections

The Flavoring Extract Manufacturers Association of California held their 1955 elections in January, electing the following officers: president, Benjamin Kapp of Van-Ameringen-Haebler, Inc.; vice president, Mike Siegel of Felton Chemical Co., Inc.; secretary, John R. Post of Chas. Pfizer & Co., Inc.; and treasurer, George Hardy of Pixie Dixon Flavor Co.

N. Y. SCC Hears Talk On Isotopes in Cosmetic Chem.

The March 23rd meeting of the New York Chapter of the Society of Cosmetic Chemists featured speaker Victor H. Witten, M.D., Instructor in Clinical Dermatology, N.Y.U. Post Graduate Medical School, who discussed "Some Uses and Limitations of Radioactive Isotopes in Cosmetic Chemistry." Sixty persons were present.

Standard Aromatics, Inc. Represented In Canada

Standard Aromatics, Inc. of New York, and Canadian Bronze Powder Works Ltd., with headquarters in Montreal, have made an agreement whereby Standard will be represented in Canada by the Canadian organization, according to an announcement issued by both firms.

BIMS of Boston Announces Plans for Ladies' Night

Arrangements for BIMS of Boston Ladies' Night have been completed by Hart Harris, Jr., S. B. Penick & Co. It will be held at Weston Golf Club, April 30—roast beef dinner—favors, flowers and prizes in charge of Jerry D'Amico, Fritzsche Bros., Inc.

Toilet Goods Association Sets Mineral Oil Standards

The Board of Standards of The Toilet Goods Association, Inc., has issued its standards for Mineral Oil.

Adaciom Hears Talk By Fire Dept. Instr.

At their regular monthly luncheon meeting, April 13, at the Lennox Hotel in St. Louis, the Associated Drug and Chemical Industries of Missouri had as their speaker, Chief Thomas L. Godfrey, chief instructor of the St. Louis Fire Department Training School. His topic was "Fire Prevention in the Home and Plant" accompanied by demonstrations.

Among Our Friends

FREDERICK VICTOR WELLS, editor of *Soap, Perfumery & Cosmetics*, and well known as a contributor to

the *American Perfumer* was honored at the annual dinner of the Society of Cosmetics Chemists of Great Britain, when he was presented with a colorful illuminated scroll by the Society in the presence of Sir Hugh and Lady Linstead, Sir John and Lady Simonson, William A. Poucher and a large gathering of members and guests. The presentation was made by Dr. R. H. Marriott, also well known in this country, who paid tribute to Mr. Wells for founding the Society in Great Britain. The scroll read: "Presented to Frederick Victor Wells as a recognition of his work in founding this Society and actively furthering its interests. . . . The Society hereby elect him as Honorary Member."

DR. JOHN W. HEIN, former chairman of the Department of Dentistry and Dental Research at the University of Rochester, has joined the Colgate-Palmolive Company to organize and head a new activity. His appointment as dental director became effective March 1, according to an announcement by Dr. Thomas H. Vaughn, vice-president, Research and Development Department.



Dr. John W. Hein

DULANY S. SMITH, director of New Product Development for the Alfred D. McKelvy Co., manufacturers of Seaforth products for men, has been appointed Advertising and Sales Promotion Manager.

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BERGAMIA Acetate Absolute replaces to great advantage Linalyl Acetate. Possessing a floral Bergamot-Lavender note. Being produced from domestic raw materials, eliminating market fluctuations like Rosewood Oil.

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DR. OLINDO SECONDINI, international chemist, is the most recent addition to the Dodge & Olcott, Inc., technical staff. Born and educated in



Dr. Olindo Secondini

Italy, where he received his degree and doctorate, Dr. Secondini has also worked in Chile, Guatemala and the United States. He has researched in such fields as agricultural, industrial organic and textile and leather chemicals; as well as in drugs, botanicals, essential oils, aromatics, flavorings, oils, fats and waxes. He has published 16 studies and 32 different articles.

KAY JAMESSON, executive director of the Fragrance Foundation, has resigned her position and will take up residence with her family in Ft. Lauderdale, Florida.

DR. HANS SCHINZ of Firmenich & Co. was named by the American Chemical Society to receive the 1955 Fritzsche Award for contributions to the chemistry of essential oils. Dr. Schinz received the award at the General Assembly of the Society in Cincinnati, Ohio, April 2.

ERNEST R. SLOAN, plant manager of Charles of the Ritz, Inc., Norwalk, Conn., and his wife will fly to Europe April 29. Mr. Sloan will make a five week inspection tour of the company's manufacturing facilities in England and France.

ROBERT BURKE MAGNUS, JR., son of vice-president Robert B. Magnus, was elected ass't. treasurer of the



Robert Burke Magnus, Jr.

company at a meeting of the Board of Directors of Magnus, Mabey & Reynard, Inc., held in New York, February 3. After being graduated from Nichols Junior College, he attended Johns Hopkins University, where he studied industrial management and business administration.

JEON PETRESCU of Dobre Products, San Francisco, spent three weeks in the East recently visiting the trade. He returned to the West Coast on March 23.

J. S. HEWITT has been elected president of the Anahist Company, Inc. Previously he had been vice president of the Andrew Jergens Co. of Cincinnati.

MRS. BEVERLY STIANSEN, vice president in charge of sales of Mary Chess, left New York March 6 by plane to meet with Cosmetic buyers and the Mary Chess representatives in Minneapolis, Denver, Columbus, Kansas City, Indianapolis, Cincinnati, Dayton and Akron.

DR. HERMAN GOODMAN, noted New York dermatologist and prolific writer on medical subjects, addressed the 14th Japan Medical Congress at Kyoto, Japan, April 1 to 5. The subject of his talk was "The Skin As An Emulsion."



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OSCAR KOLIN, vice-president of Helena Rubinstein, Inc., flew to Europe on March 5th. He planned to visit the Helena Rubinstein headquarters in France, England and Germany in the interests of his firm.

VIC HARRIS, export executive in the Hollywood home office of Max Factor & Co., is now in Australia, where he will spend at least six weeks at the make-up firm's branch in Sydney.

MALA RUBINSTEIN was guest at a luncheon given in her honor during her visit to Toronto. Present at the affair were friends from all over Canada as well as business associates of Helena Rubinstein, Ltd., Toronto.



Mala Rubinstein

BETH ALLEN has been added to the technical staff of the Dodge & Olcott Dry Soluble Seasonings Division. A specialist in foods and nutrition, Miss Allen will work in the new test kitchen, now under construction at the Hawthorne, New Jersey plant. There she will conduct tests with individually developed Spisorama Seasonings in the finished products for which they are designed.

DR. GUIDO SONDEREGGER, director of exports for H. Reynaud & Fils, is visiting this country in order to arrange for re-presentation in the United States and Canada for his company which has not been officially represented here for the past ten years.

RAYMOND SPECTOR, chairman of the board, Hazel Bishop, Inc., addressed the mid-year meeting of the Federal Wholesale Druggist's Ass'n. at the Hotel Statler last month on "Cosmetic Marketing by Wholesalers."

MISS HAZEL BISHOP has been invited to speak at the May meeting of the New York Chemical Society.

ALBERT T. HYDE, grandson of the founder of the Mentholatum Co. has been elected president of that company.



Ira W. Schwartz

IRA W. SCHWARTZ has been named director of Packaging and Design for Faberge Perfumes, it was announced by president Samuel Rubin. Mr. Schwartz takes over his new duties in addition to those of Consulting Art Director, a position he has held with Faberge for the past four years. He was introduced as an artist by the Museum of Modern Art in its New Talent Show in 1953. He is now associated with Durlacher Bros. gallery, who plan an exhibition of his paintings in the near future.

DR. DONALD PRICE has been named consultant in the cleaning field to American Alcolac Corp. He will advise the company in the sales of their detergents to cleaning compound manufacturers.



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JOHN PAUL HINDLE, son of J. L. Hindle of Standard Synthetics Ltd., England, has been made a director of the same organization. After working for some time in the plant there, he has become a student at Pembroke College, Oxford University where he is taking a course of study in geography.

DR. ANDREW BARTILUCCI, assistant dean of the St. John's University College of Pharmacy, and Dr. Albert J. Sica, associate dean of Fordham University School of Pharmacy, were honored at the 57th annual banquet of the Italian Pharmaceutical Association on March 6. Both Dr. Bartilucci and Dr. Sica received inscribed scrolls testifying to their positions as "outstanding members of the pharmacy profession and members of the Italian Pharmaceutical Association."

GEORGE L. SCHULTZ, president of Shulton, Inc., signs contract for sponsoring Paris Precinct—half-hour weekly television program based on cases solved by the famed Paris Surete and starring Louis Jourdan and Claude Dauphin. Participating with Mr. Schultz at the contract signing were (left to right) Charles Amory, president of UM&M, Inc., sales agent for Paris Precinct, Miss Maxine Rowland, Shulton advertising manager, Mr. Schultz, Louis Jourdan, and Frank M. Carpenter, Shulton's vice president in charge of sales.

JERVIS J. BABB has been elected Chairman of Lever Brothers after the retirement of John M. Hancock. Elected as president of the company was William H. Burkhart. Babb had been president and director since May, 1950 and prior to joining Lever Brothers, he held executive positions with Standard Oil of Indiana, Booth Fisheries, and S. C. Johnson & Co. Burkhart, executive vice-president since 1953, has been associated with Lever Brothers and Lever-acquired interests since 1925.

JOHN P. KAVAL has been appointed to the newly created post of sales supervisor of Lady Esther, division of Zonite Products Corp. Kaval was formerly Midwest sales representative for the company.

DANIEL W. McMANUS, associated with the cosmetic and perfume industry for the past twenty years, was recently appointed Sales Director of Helena Rubinstein Ltd., Canada, according to announcement of Henri Kolin, general manager of this branch.

ANDREW J. LISKY has been appointed as a perfumer in the Department of Research and Development at the Colgate-Palmolive Company.



Andrew J. Lisky

PAUL BRNA has been appointed engineering representative of Rhodia, Inc. in the Mid-Continent area. Among his associations with companies were The Chicago Pharmacal Co., Magnus, Mabec & Reynard in the sales division, and Roubechez, Inc.

Obituary

Hugo Mock

Hugo Mock, partner in the law firm of Mock & Blum and general counsel for the Fragrance Foundation and also of the Toilet Goods Association collapsed and died at the annual meeting of the Fragrance Foundation, (March 24) while his report to that organization was being presented. He was 77 years old.



Hugo Mock

Mr. Mock was educated as a chemist and later as a lawyer and was associated with the Toilet Goods Association from its inception and served as general counsel throughout the life of the Association. He was also general counsel for the Perfumery Importers Association, an affiliated group.

A specialist in trade mark law, Mr. Mock was widely known throughout the toilet goods industry, both here and abroad, and was considered in the legal profession as one of the foremost experts in his particular branch of the law in the United States. He was author of many articles in the trade and professional press covering all phases of trade mark protection.

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DIES

ALFRED E. DRISCOLL, president of Warner-Lambert Pharmaceutical Co., has been named chairman of the Drug division for the 1955 April Cancer Crusade of the New York City Cancer Committee, it was announced by John Reed Kilpatrick, president of the Committee. Driscoll was the former governor of New Jersey.

NORMAN F. GREENWAY, senior vice president in charge of the folding cartons division of Robert Gair Co., Inc., New York, has been elected president of the Folding Paper Box Association of America, it has been announced. Mr. Greenway, who is also a director of Gair, joined that company in 1934 and has been a vice president since 1939, prior to which he was general manager of the Gair Cartons Division at Piermont, N. Y. He was named to head the trade association at its 22nd annual meeting, which recently closed in Chicago.

JACK B. MIER, vice president of Max Factor & Co., in charge of export sales, has announced his retirement from the Hollywood make-up firm, according to Davis Factor, chairman of

the board. Mr. Mier is 61 years of age and has been associated with Max Factor cosmetic sales for the past thirty-two years. Since 1945, he has been a vice president of the company. Davis Factor and Max Factor, Jr., president of the company, presented the executive with an engraved gold wristwatch.

ERIC N. BLACKSTEAD, vice president and general manager of Ansbacher-Siegle Corp., Rosebank, Staten Island, has recently announced the appointment of Robert I. Knapp and George J. Forman as sales representatives in metropolitan New York and Chicago territories respectively. Knapp was formerly associated with Farboil Paint Co., Baltimore, and the Resin Division of Ansbacher-Siegle Corp. George Forman worked for eight years in the Pigments Division of Reichhold Chemicals in Chicago. Prior to that he was associated with United Wallpaper and Sherwin Williams as Senior Research Chemist, both in Chicago.

HAROLD E. MIX, credit manager of S. B. Penick & Company, will speak at the April 21 meeting of the Drug,

Cosmetic & Chemical Credit Men's Association, to be held at the Advertising Club in New York. He will give a brief talk on "Similarity and Disimilarity of Domestic and Foreign Credits and Collections," and will answer questions from the floor, following the usual Trade Clearance Discussions.

J. G. B. HUTCHINGS, European manager of Charles of the Ritz Distributors, Ltd., in London, returned to the United States after three years for a three weeks capsuled business trip to the Charles of the Ritz accounts in New York, Dallas, Houston, Atlanta and Washington, D. C. Here he will make a study of typical American store activities, new store developments, branch store operations and cosmetic promotional procedures.

CLAIRE JAMES, Hollywood star who will soon be seen in the 20th Century Fox production of "There's No Tomorrow," and who is also known as "Miss Pink Ice" in California, is in New York to do some TV spots for Morton Edell, president of Pink Ice Cosmetics.



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PETITGRAIN

The continuing firmness in the price of Paraguayan petitgrains has forced perfumers to revamp their formulae. While an adequate shelf of raw materials are available to them for creating petitgrain subcompounds of sufficient ester strength, unfortunately, resulting top notes are muddy, too moldy and lack the sparkle of fresh bitter orange flower characteristics. American Aromatics, Inc. has developed a low-cost Extender for perfumers' evaluation and use which faithfully maintains the bright, neroli-like keynote.

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Market Report

Essential Oil Conditions Firm

FIRM conditions surrounded essential oils, aromatic chemicals and the general group of miscellaneous items over the past month. Tightness of supplies, especially in such items as glycerin, and one or two other basic materials created a sudden flurry of activity for inventory purposes which in turn served to aggravate the tight position. Glycerine suppliers warned that unless consumers adopted a more conservative attitude in their purchases it might be necessary to boost prices

to discourage unnecessary buying. The supply and demand for glycerin was running neck and neck with a sudden walk out of workers closing down three plants of a leading producer of natural material. About the only hope for a relief in the shortage is the promise of additional production of synthetic material this month (April) from Shell Chemical Company's new plant with a capacity of 25 million pounds a year.

Acetone Price Reduced

Acetone was reduced another $\frac{1}{2}$ ¢ a pound over the past month. The demand for the solvent has continued at a good rate with the drop in prices being attributed to additional quantities coming into the market as the result of the stepped up output of phenol by the cumene process.

Oil Lemongrass Irregular

Fluctuations in shipping prices for oil lemongrass in India were so rapid and irregular that it was exceedingly difficult for aromatic chemical manufacturers to figure costs on such items as citral, and several other chemical derivatives. The trend was highly irregular in the primary center thus making for a marked degree of uncertainty regarding the future.

Citrus Oils Display Mixed Tone

The citrus oils displayed a mixed tone. California lemon oil turned easier following the advance in Exchange brand oil to \$6 per pound. Freer offerings were noted by independent producers at lower prices. The softer tone was believed to be due in some measure to reports out of Italy which stated that heavy winds had blown a good deal of the fruit off the trees. Orange oil remains soft, especially material from Florida. The future trend in lime oil is said to hinge largely upon the extent of the demand

over the late Spring and Summer months. Should consumption prove heavier than it was last year, lime oil prices may be expected to edge upward in keeping with the firmer conditions existing in the West Indies and Mexico.

Citric Acid in Demand

Citric acid was meeting with a brisk demand with major producers looking forward to a further broadening in activity with the advent of milder weather conditions. Domestic makers of tartaric acid and its salts advanced prices. Both cream tartar and tartaric acid were boosted three cents a pound and because of the strong conditions existing abroad on both the salts and the crude material, some trade observers stated that they would not be surprised to see a further rise in quotations. The crude material namely argols has become increasingly scarce abroad. The material is produced in most of the wine producing centers of Europe including Spain, Italy and France.

Mint Oils Strong

The outlook in mint oils remains strong since it will be several months before another crop is ready for cutting, drying and distilling. Good quality peppermint oil has been exceedingly difficult to obtain in the country for several months. Spearmint prices edged upward. For a time spearmint

had been available here at below \$4 per pound but currently prices range from \$4.25 to \$4.50 per pound.

Gums Decline

The gums displayed a mixed tone. Gum arabic prices declined several cents per pound toward the close of last month in the face of increasing arrivals of new crop goods from Port Sudan. Some importers were of the opinion that the downward trend may level off in the next few months, but as soon as exporters complete contracts and additional arrivals from up-country begin to accumulate, the market may possibly show renewed weakness. All grades of karaya edged upward in price and the situation in gum tragacanth remained firm in the face of small offerings and a reasonably steady demand for moderate lots.

Menthol Trend Uncertain

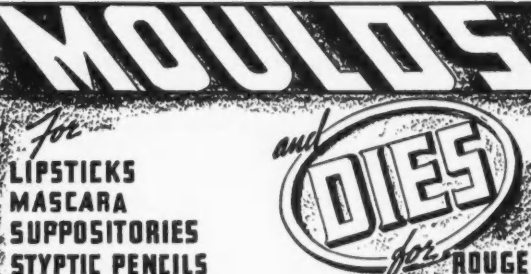
The future trend in menthol appears to hinge largely upon the amount of material that will be produced from new crop mint oil in Brazil. Should production exceed 120 tons, prices are likely to go lower in the opinion of importers. On the other hand if the output in Brazil falls short of 100 tons, a decidedly firmer market is likely to be noted in the future. It is exceedingly difficult to obtain accurate reports on production out of Brazil, but current high prices for menthol should tend to encourage production. There have been reports to the effect that producers have been forced to pay fairly high prices for new crop peppermint oil which in turn would seem to indicate that there has been a fairly good demand for the oil for menthol production. Basic chemicals such as sodium hydroxide and sodium carbonate remained firm. In some items there was a slight increase in drum prices as the result of higher production and labor costs. Steadily rising costs of labor threaten to have a further influence upon basic chemical prices.

Carnauba Prices Decline

Vegetable waxes were marked by a decline in carnauba prices. The reduction, caused by the devaluation in exchange in Brazil rather than by any marked change in the basic position of the market, would have been greater if it had not been for the fact that minimum export prices were maintained at previous levels.



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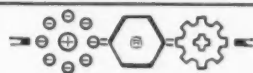
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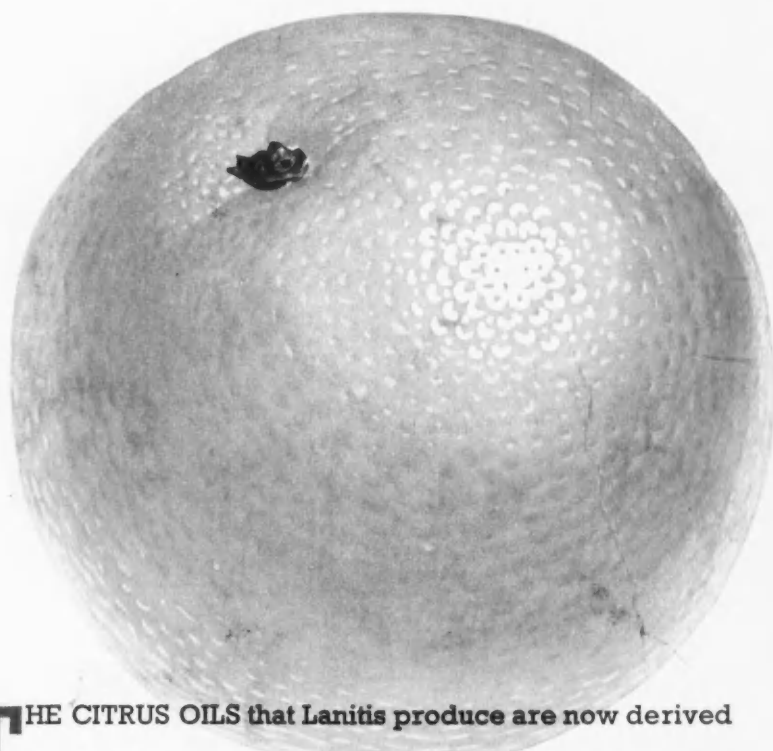
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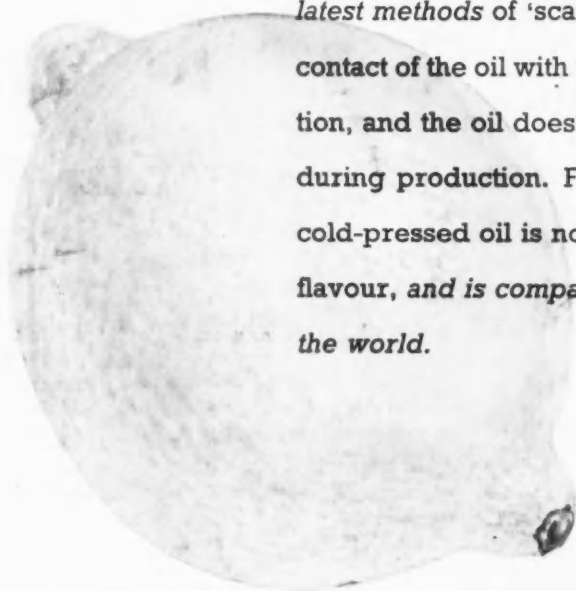
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